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ABSTRACT

Franchising continues to be one of the rapidly growing forms of business because it offers a means through which an individual with limited capital and experience can own or operate his own business. The publication, in its eighth edition, identifies franchisors who do not discriminate on the basis of race, color, or national origin in the availability, terms, or conditions of their franchises. The listing of equal opportunity franchisors provides a brief summary of the terms, requirements, and conditions under which the franchises are available. The introductory section includes general information on franchising, suggestions, and checklists to assist and protect the potential investor, leads to other sources of information, and an identification of both governmental and private organizations which can assist minority group entrepreneurs. The sole purpose of the listing is to identify nondiscriminatory franchisors, and the information included in each listing is provided by the franchisor. The Department of Commerce does not represent the list as complete and does not guarantee, or assume responsibility for, transactions resulting from use of the information. (Author)

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Franchise Opportunities Handbook

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FOREWORD

This is the eighth edition of the *Franchise Opportunity Handbook* prepared by the Bureau of Competitive Assessment and Business Policy. It is published in support of the Department's overall program to assist in establishing minority group business, an effort which is spearheaded by the Office of Minority Business Enterprise.

Franchising continues to be one of the rapidly growing forms of business because it offers a means through which an individual with limited capital and experience can own or operate his own business.

This publication identifies franchisors who do not discriminate on the basis of race, color, or national origin in the availability, terms, or conditions of their franchises. The listing of equal opportunity franchisors provides a brief summary of the terms, requirements, and conditions under which the franchises are available. The decision of the listed franchisors to participate in this effort to make equal business opportunity meaningful is a positive commitment to help minority groups who are the most common victims of discrimination.

The introductory section includes general information on franchising, suggestions and checklists to assist and protect the potential investor, leads to other sources of information, and an identification of both governmental and private organizations which can assist minority group entrepreneurs.

The listing of these franchisors does not constitute an endorsement or recommendation by the Department of Commerce; the sole purpose of the listing is to identify nondiscriminatory franchisors. The information included in each listing is primarily that provided by the franchisor. The Department does not represent this as a complete list of nondiscriminatory franchisors. Although the information in this publication is believed to be reliable, the Department of Commerce does not guarantee it, nor does it assume any responsibility for transactions that might result from the use of the information.

The Department makes a special effort to disseminate this publication to minority groups. More than 155,000 copies of the first seven editions were so distributed. Other means of informing minority groups about the opportunities in franchising are seminars and conferences arranged in cooperation with local and national organizations. Information on franchising is also provided through consultations or correspondence. Requests for such assistance should be directed to the Office of Minority Business Enterprise. Copies of this publication are available from Government Printing Office, Washington, D.C. 20402.

This listing was compiled in the Consumer Goods and Services Division, Office of Business Research and Analysis under the supervision of Norris A. Lynch, Director. The listing was prepared by Andrew Kostecka with the assistance of Dorothy Miller. Typing was provided by Irene F. Freeman and Edith Burno. The Bureau extends its appreciation to all of the respondents who have helped to make this listing possible.

SAMUEL M. ROSENBLATT
Director
Office of Business Research and Analysis

GARY M. COOK
Acting Deputy Assistant Secretary for
Competitive Assessment and Business Policy

INTRODUCTION

Franchising is both an old and new concept. The term from the French originally meant to be free from servitude. Its meaning in the context of present-day promotions is the opportunity for one to own his own business even if inexperienced and lacking adequate capital. During recent years, franchising, as a type of business operation, has been expanding rapidly and entering into new areas of application. There are no precise figures to measure the magnitude of franchising today. There are, however, many estimates which indicate both significant size and rapid growth. The most recent statistics compiled by the Bureau of Domestic Commerce appear in a publication entitled *Franchising in the Economy 1971 - 1973*. They revealed that franchised businesses accounted for over $156 billion in annual sales in 1973 equal to 30% of retail sales.

What is Franchising

Franchising is a form of licensing by which the owner (the franchisor) of a product, service or method obtains distribution at the retail level through affiliated dealers (the franchisees). The holder of the right is often given exclusive access to a defined geographical area.

The product, method or service being marketed is identified by a brand name and the franchisor maintains control over the marketing methods employed.

In many cases the operation resembles that of a large chain with trademarks, uniform symbols, equipment, storefronts, and standardized services or products, and maintains uniform practices as outlined in the franchise agreement.

The International Franchise Association, the major trade association in the field, defines franchising as "a continuing relationship in which the franchisor provides a licensed privilege to do business, plus assistance in organizing, training, merchandising, and management in return for a consideration from the franchisee."

A former president of the International Franchise Association described franchising as "a convenient and economic means for the filling of a drive or desire (for independence) with a minimum of risk and investment and maximum opportunities for success through the utilization of a proven product or service and marketing method." However, the owner of a franchised business must give up some options and freedom of action in business decisions that would be open to the owner of a non-franchised business.

In a way, the franchisee is not his own boss because in order to maintain the distinctiveness and uniformity of the service and to insure that the operations of each outlet will reflect favorably on the organization as a whole—to protect and build its good will—the franchisor usually exercises some degree of continuing control over the operations of franchisees, and requires them to meet stipulated standards of quality. The extent of such control varies. In some cases franchisees are required to conduct every step of their operation in strict conformity with a manual furnished by the franchisor—and this may be desirable.

In return the individual franchisee can share in the good will built up by all other outlets which bear the same name.

A company which depends upon the successful operation of franchise outlets needs men who are willing to learn the business and have the energy for a considerable amount of effort; it can supply the other essentials for successful operation of the outlet. Among the services franchisors may provide to the franchise operators are the following: 1) location analysis and counsel; 2) store development aid, including lease negotiation; 3) store design and equipment purchasing; 4) initial employee and management training, [illegible] continuing management counseling; 5) advertising [illegible] merchandising counsel and assistance; 6) standardized procedures and operations; 7) centralized purchasing with consequent savings; and 8) financial assistance in the establishment of the business.

Investigate Before You Invest

Any person contemplating an investment in a franchise business should first make a thorough investigation. This should include an evaluation of his own aptitude and attitude toward the type of activity under consideration. It should include a careful review of the terms and conditions of the contract. Clearly, no one should enter a contract without a thorough understanding of the terms of the agreement, and the obligations which it places on both parties. The normal precaution of having a proposed contract or franchise agreement reviewed by a competent attorney is essential to your protection as a franchisee.

Also inportant is an investigation of the franchisor, the firm that may accept you after investigation. You should also investigate him. Visits to current outlets in other areas and discussions with the owner may reveal information or facts not otherwise available. In this, assistance may be obtained from commercial firms such as Dun and Bradstreet, from local bankers or other local businessmen, and from the Council of Better Business Bureau, Inc., whose services are described in this book.

In addition, you should investigate the territory you are considering and the market potential for the product or service you will handle.

For each of these factors there are questions to be asked, and many facts to be secured. Dr. Wilford L. White, Director of the Howard University Small Business Guidance and Development Center, has devised a list of 24 questions which should be helpful in evaluating a franchise opportunity. These questions are incorporated in this booklet under the heading "Evaluating a Franchise."

To assist you in acquiring the necessary background we have included with this publication an annotated bibliography of current franchise reading material which should be reviewed prior to investing. In addition, the prospective franchisee should consult the *Readers Guide to Periodical Literature* at the local library. The local librarians can be of assistance to those unfamiliar with library procedures.

There also are many local special business career counseling services which can help an individual determine his own qualifications by organizing the facts about himself and by surveying franchise opportunities in depth. Such counseling usually increases a franchisee's chances for success. A list of university centers which can be of assistance is included on page xx.

The obligations of a franchisor to the franchisee are embodied in the Code of Ethics adopted by the International Franchise Association. A study of this code will assist the franchisee in evaluating the franchisor under consideration before making his final commitment.

Code of Ethics

(International Franchise Association)

Each member company pledges:

1. To properly and effectively serve the needs of the ultimate user or consumer of the company's products or services.

2. To provide a professional competitive and successful program that will establish and maintain a franchising enterprise to distribute the company's products or services.

3. To establish terms of franchise, license contract, or similar agreement completely and clearly set down in print. All terms of said agreement are to be fair to the franchisee and fully understood by him prior to signing. The franchisee shall in all cases be furnished with a complete and accurate signed copy of the agreement. The company shall abide by its franchise agreement in letter and in spirit.

4. To always provide complete information to prospective franchisees concerning the cost of entering into such business. No company shall minimize, diminish or in any way disguise or withhold the amount of necessary capital, work, or qualifications necessary to commence and maintain ordinary operations as a franchisee.

5. To advertise or communicate to any person or company, by conversation, correspondence, newspapers, magazines, radio, television or any other means of communication:

   a. Factual information only concerned with the growth of the company or its number of operating outlets at the time of communication.

   b. Realistic or average yearly net profit projections that can be reasonably expected by franchisees. Reasonable net profit figures are to be ascertained by using known average figures for comparable cities and/or operations. Overstated or exaggerated figures are to be eliminated.

   c. True and proper representation of all policies, products and any other important information which have influence on the enterprise.

   d. Ethical consumer advertising, to avoid any misleading claims such as, but not limited to, false comparisons, untrue, unproved or exaggerated statements, trick photography or omission of pertinent facts.

6. That all products furnished and sold to franchisees through, by, or upon the recommendation of the company shall be as represented, and manufactured with ingredients or materials of acceptable standards approved by the applicable trade, profession, or industry.

7. That distribution of the company's exclusive franchise products, services or equipment under more than one name in order to obtain business through more than one outlet in a franchised area, without disclosure to the franchisee, shall be a violation of the spirit and/or letter of the franchising agreement and shall be prohibited.

8. That it shall completely avoid by demonstration and action, and shall encourage its franchisees to avoid illegal practices of any sort.

9. That it shall respect all contracts, pay all obligations, maintain good credit rating, and in other respects follow the highest standards of business conduct.

10. That it shall not, in any way, copy or represent the trademark, or other distinguishing marks of other companies with intent to mislead the public.

11. That it shall assume the moral obligation to conduct continuing research in its field to increase the knowledge of its franchisees with respect to all phases of their business operation to assist them in maintaining competitive position, achieving better performance and obtaining maximum profits.

Checklist for Evaluating a Franchise

The Franchise

1. Did your lawyer approve the franchise contract you are considering after he studied it paragraph by paragraph?

2. Does the franchise call upon you to take any steps which are, according to your lawyer, unwise or illegal in your state, county or city?

3. Does the franchise give you an exclusive territory for the length of the franchise or can the franchisor sell a second or third franchise in your territory?

4. Is the franchisor connected in any way with any other franchise company handling similar merchandise or services?

5. If the answer to the last question is "yes" what is your protection against this second franchisor organization?

6. Under what circumstances can you terminate the franchise contract and at what cost to you, if you decide for any reason at all that you wish to cancel it?

7. If you sell your franchise, will you be compensated for your good will or will the good will you have built into the business be lost by you?

The Franchisor

8. For how many years has the firm offering you a franchise been in operation?

9. Has it a reputation for honesty and fair dealing among the local firms holding its franchise?

10. Has the franchisor shown you any certified figures indicating exact net profits of one or more going firms which you personally checked yourself with the franchisee?

11. Will the firm assist you with:
    (a) A management training program?
    (b) An employee training program?
    (c) A public relations program?
    (d) Capital?
    (e) Credit?
    (f) Merchandising ideas?

12. Will the firm assist you in finding a good location for your new business?

13. Is the franchising firm adequately financed so that it can carry out its stated plan of financial assistance and expansion?

14. Is the franchisor a one man company or a corporation with an experienced management trained in depth (so that there would always be an experienced man at its head)?

15. Exactly what can the franchisor do for you which you cannot do for yourself?

16. Has the franchisor investigated you carefully enough to assure itself that you can successfully operate one of their franchises at a profit both to them and to you?

You–the Franchisee

17. How much equity capital will you have to have to purchase the franchise and operate it until your income equals your expenses? Where are you going to get it?

18. Are you prepared to give up some independence of action to secure the advantages offered by the franchise?

19. Do YOU really believe you have the innate ability, training, and experience to work smoothly and profitably with the franchisor, your employees, and your customers?

20. Are you ready to spend much or all of the remainder of your business life with this franchisor, offering his product or service to your public?

Your Market

21. Have you made any study to determine whether the product or service which you propose to sell under franchise has a market in your territory at the prices you will have to charge?

22. Will the population in the territory given you increase, remain static, or decrease over the next 5 years?

23. Will the product or service you are considering be in greater demand, about the same, or less demand 5 years from now than today?

24. What competition exists in your territory already for the product or service you contemplate selling?
    (a) Nonfranchise firms?
    (b) Franchise firms?

GOVERNMENT ASSISTANCE PROGRAMS

Office of Minority Business Enterprise

The Office of Minority Business Enterprise (OMBE) was established within the Department of Commerce to be the focal point of the Federal Government's efforts to assist the establishment of new minority enterprises and the expansion of existing ones.

OMBE is responsible for coordinating operations of the Federal Government which may contribute to establishing and strengthening minority enterprise. It promotes and mobilizes the activities and resources of state and local governments, businesses, and other private groups and organizations to further minority business growth; and coordinates such programs of the Federal agencies. The Office also maintains a center for the collection, analysis, and dissemination of information to assist the establishment and operation of minority businesses.

To provide local assistance to prospective and existing minority businessmen, OMBE has affiliated with local business development organizations in cities with substantial minority populations. These organizations serve as a central information source on business opportunities in addition to providing assistance to minority businessmen. A list of these organizations follows:

ALABAMA

Birmingham

Magic City Economic Development Corp.
1417 N. 4th Avenue
Birmingham, AL 35203
Paul Banks
Executive Director
205/324-3361

Emory O. Jackson
President
205/324-3361

Tuskegee

Human Resources Development Center
Tuskegee Institute, Monton Hall
Tuskegee, AL 36088
Louis H. Anderson
Executive Director
205/727-8342

ARIZONA

Guadalupe

Guadalupe Organization, Inc.
8810 South 56th Street
Guadalupe, AZ 85281
Lauro Garcia, Jr.
Executive Director
609/839-3009

Fernando Vender
Program Director
609/839-3009

Phoenix

Indian Development District of Arizona (IDDA)
1230 East Camelback Road
Phoenix, AZ 85014
Henry Montague, Sr.
Executive Director
602/248-0184

William Jolly
Program Director
602/248-0184

National Economic Development Association
2034 North Third Street
Phoenix, AZ 85004
Richard Medina
Executive Director
602/261-3236

Progress Association for Economic Development
1525 N. Central Avenue
Suite 206
Phoenix, AZ 85004
Arthur Reeves
Director
602/252-7478

Tucson

National Economic Development Association
100 East Alameda
Tucson, AZ 85701
Rubin Estrada
Area Vice President
602/792-6386

Window Rock

Navajor Small Business Development Corporation
P. O. Drawer L
Fort Definace, AZ 86504
Joseph Hardy
Director
602/729-5284

Al Whipple
Assistant Director
602/729-5284

ARKANSAS

Little Rock

Arkansas Business Development Corporation*
Suite 105
Union National Plaza/P.O. Box 1467
Little Rock, AR 72203
W. M. Pierce
Executive Director
501/376-0703

CALIFORNIA

Fresno

National Economic Development Association
2607 Fresno Street, Suite 2
Fresno, CA 93721
Rudolph Trevino
Regional Vice President
209/266-9971

Los Angeles

Asian American National Business Alliance, Inc.
The Olympic West Building
Suite 332
1543 West Olympic Boulevard
Los Angeles, CA 90015
Tsutomy Uchida
Executive Director
213/382-7381

Interracial Council for Business Opportunity
4801 South Vermont Avenue
Los Angeles, CA 90037
Cleveland O. Neil
Executive Director
213/753-2681

National Economic Development Association
5218 East Beverly Boulevard
Los Angeles, CA 90022
Raymond Sykes
Area Vice President
213/688-3958

National Economic Management Association
5059 West Pico Boulevard
Los Angeles, CA 90019
William J. Moore
Regional Vice President
213/937-8210

South Central Improvement Action Council, Inc.
8557 South Broadway Avenue
Los Angeles, CA 90003
Louis Wilson
Executive Director
213/753-3341

The East Los Angeles Community Union
1330 South Atlantic Boulevard
Los Angeles, CA 90022
Esteban Torres
Executive Director
213/269-2131

United Indian Development Association
1541 Wilshire Boulevard
Room 307
Los Angeles, CA 90017
A. David Lester
Executive Director
213/483-1460

Oakland

Golden State Business League, Inc.
13 Eastmont Mall
Professional Building
Oakland, CA 94605
Burton W. Lewis
Executive Director
415/635-5900

Western Economic Development Corporation
4000 Broadway
Oakland, CA 94611

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*This organization has 11 branches serving the Arkansas area.

Pete Oliverez
Executive Director
415/652-2358

Pasadena
Pasadena Urban Coalition
118 South Oak Knoll
Pasadena, CA 91101
Charles D. Scott
Director
213/792-5141

Sacramento
National Economic Management Association
2210 "K" Street
Suite C
Sacramento, CA 95816
Charles Bell
Regional Vice President
916/442-4621

San Bernardino
Operation Second Chance
Technical Assistance Center
1653 North Vernon Avenue
San Bernardino, CA 92405
Mrs. Frances Grice
Executive Director
714/884-8764

San Diego
National Economic Management Association
1736 North Euclid Street
San Diego, CA 92115
Robert Ard
Regional Vice President
714/262-9937

National Economic Development Association
2223 El Cajon Boulevard, Suite 314
San Diego, CA 92104
Raul Medrano
Area Vice President
714/297-4041

Salinas
Tri Country Mexican American
Unity Council
607 S. Main
Salinas, CA 93901
Albert Oliverez
Executive Director
408/424-7642

San Francisco
Asian, Inc.
1610 Bush Street
2nd Floor
San Francisco, CA 94109
Harold T. Yee
Executive Director
415/928-5910

United Indian Development Association
1390 Market Street
Fox Plaza—Suite 911
San Francisco, CA 94102

Latino Local Development Company
Suite 303
2595 Mission Street
San Francisco, CA 94110
Ben Rivera
President
415/824-2000

Plan of Action for Challenging
Times, Inc.
635 Divisadero Street
San Francisco, CA 94117
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Area Code 206 Tel. 442-5615

Small Business Administration

The Small Business Administration renders assistance in various ways to those planning to enter business as well as to those in business. This assistance includes counseling and possible financial aid.

Counseling may be by SBA specialists or retired executives under the Service Corps of Retired Executives (SCORE) program, and could include various seminars or courses, or a combination of services including reference publications.

Financial assistance may take the form of loans or the participation in, or guaranty of, loans made by financial institutions. Such assistance can be given only to those eligible applicants who are unable to provide the money from their own resources and cannot obtain it on reasonable terms from banks, franchisors, or other usual business sources.

The Small Business Administration financial support under its own legislation can provide up to $350,000 with the usual maximum maturity of six years for working capital and up to ten years for fixtures and equipment. Under some circumstances, portions of a loan involving construction can qualify for longer terms up to fifteen years. For those who qualify, loans made under Title IV of the Economic Opportunity Act can be up to $25,000 and the maturity can be up to ten years for working capital and fifteen years for fixed assets.

A list follows of Small Business Administration field offices (and the names and telephone numbers of SBA franchise representatives as of September 1, 1973) where more detailed information regarding the various services available can be obtained.

REGIONAL OFFICES

Region 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

John F. Kennedy Federal Bldg., Rm. 2113, Boston, MA 02203 (617) 223-2100

Region 2 (New Jersey, New York, Puerto Rico, Virgin Islands)

26 Federal Plaza, Rm. 3930, New York, NY 10007 (212) 460-0100

Region 3 (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia)

1 Decker Square, East Lobby, Suite 400, Bala Cynwyd, PA 19004 (215) 597-3311

Region 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee)

1401 Peachtree St., N.E., Rm. 441, Atlanta, GA 30309 (404) 526-0111

Region 5 (Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)

Federal Bldg., 219 South Dearborn St., Rm. 437, Chicago, IL 60604 (312) 353-4400

Region 6 (Arkansas, Louisiana, New Mexico, Oklahoma, Texas)

1100 Commerce St., Rm. 300, Dallas, TX 75202 (214) 749-5611

Region 7 (Iowa, Kansas, Missouri, Nebraska)

911 Walnut St., 24th Floor, Kansas City, MO 64106 (816) 374-7000

Region 8 (Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming)

721 19th St., Rm. 426A, Denver, CO 80202 (303) 837-0111

Region 9 (Arizona, California, Hawaii, Nevada, Pacific Islands)

Federal Bldg., 450 Golden Gate Ave., San Francisco, CA 94102 (415) 556-9000

Region 10 (Alaska, Idaho, Oregon, Washington)

710 2nd Ave., 5th Floor, Dexter Horton Bldg., Seattle, WA 98104 (206) 442-0111

DISTRICT OFFICES

Region 1

1326 Appleton St., Holyoke, MA 01040 (413) 536-8770

Federal Bldg., 40 Western Ave., Rm. 512, Augusta, ME 04330 (207) 622-6171

55 Pleasant St., Rm. 213, Concord, NH 03301 (603) 224-4041

Federal Bldg., 450 Main St., Rm. 710, Hartford, CT 06103 (203) 244-2000

Federal Bldg., 87 State St., Rm. 210, Montpelier, VT 05602 (802) 223-7472

57 Eddy St., Rm. 710, Providence, RI 02903 (401) 528-1000

Region 2

225 Ponce de Leon Ave., Hato Rey, PR 00919 (809) 765-0404

970 Broad St., Rm. 1635, Newark, NJ 07102 (201) 645-3000

Hunter Plaza, Fayette and Salina Sts., Rm. 308, Syracuse, NY 13202 (315) 473-3350

Chamber of Commerce Bldg., 55 St. Paul St., Rochester, NY 14604 (716) 546-4900

Region 3

109 North 3d St., Rm. 301, Lowndes Bldg., Clarksburg, WV 26301 (304) 624-3461

Federal Bldg., 1000 Liberty Ave., Rm. 1401, Pittsburgh, PA 15222 (412) 644-3311

Federal Bldg., 400 North 8th St., Rm. 3015, Richmond, VA 23240 (703) 782-2000

1030 15th St., N.W., 2nd Fl., Washington, DC 20417 (202) 382-4901

Region 4

908 South 20th St., Rm. 202, Birmingham, AL 35205 (205) 325-3011

222 South Church St., Rm. 500, Addison Bldg., Charlotte, NC 28202 (704) 372-0711

1801 Assembly St., Rm. 117, Columbia, SC 29201 (803) 765-5376

Petroleum Bldg., Suite 690, Pascagoula and Amite Sts., Jackson, MS 39205 (601) 948-7821

Federal Bldg., 400 West Bay St., Rm. 261, Jacksonville, FL 32202 (904) 791-2011

Federal Bldg., 600 Federal Plaza, Rm. 188, Louisville, KY 40202 (502) 582-5011

Federal Bldg., 51 Southwest 1st Ave., Rm., 912, Miami, FL 33130 (305) 350-5011

500 Union St., Rm. 301, Nashville, TN 37219 (615) 749-9300

502 South Gay St., Rm. 307, Fidelity Bankers Bldg., Knoxville, TN 37902 (615) 524-4011

Region 5

502 East Monroe St., Ridgely Bldg., Rm. 816, Springfield, IL 62701 (217) 525-4200

1240 East 9th St., Rm. 5524, Cleveland, OH 44199 (216) 522-3131

34 North High St., Columbus, OH 43215 (614) 469-6600

Federal Bldg., 550 Main St., Cincinnati, OH 45202 (513) 684-2200

1249 Washington Blvd., Rm. 1200, Book Bldg., Detroit, MI 48226 (313) 226-6000

36 South Pennsylvania St., Rm. 108, Century Bldg., Indianapolis, IN 46204 (317) 633-7000

122 West Washington Ave., Rm. 713, Madison, WI 53703 (608) 256-4441

12 South 6th St., Plymouth Bldg., Minneapolis, MN 55402 (612) 725-4242

Region 6

Federal Bldg. and Courthouse, 500 Gold Ave., S.W., Albuquerque, NM 87101 (505) 843-0311

808 Travis St., Rm. 1219, Niels Esperson Bldg., Houston, TX 77002 (713) 226-4011

Post Office and court House Bldg., West Capital Ave., Rm. 377, Little Rock, AR 72201 (501) 378-5871

1205 Texas Ave., Lubbock, TX 79408 (806) 747-3711

219 East Jackson St., Harlingen, TX 78550 (Lower Rio Grande Valley) (512) 423-8933

505 East Travis St., Rm. 201, Travis Terrace Bldg., Marshall, TX 75670 (214) 935-5257

Plaza Tower, 17th Floor, 1001 Howard Ave., New Orleans, LA 70113 (504) 527-2611

30 North Hudson St., Rm. 501, Mercantile Bldg., Oklahoma City, OK 73102 (405) 231-4011

301 Broadway, Rm. 300, Manion Bldg., San Antonio, TX 78205 (512) 225-5511

Region 7

New Federal Bldg., 210 Walnut St., Rm. 749, Des Moines, IA 50309 (515) 284-4000

Federal Bldg., 215 North 17th St., Rm. 7419, Omaha, NE 68102 (402) 221-1221

Federal Bldg., 210 North 12th St., Rm. 520, St. Louis, MO 63101 (314) 622-8100

120 South Market St., Rm. 301, Wichita, KS 67202 (316) 267-6311

Region 8

Rm. 4001, Federal Bldg., 100 East B St., Casper, WY 82601 (307) 265-5550

Power Block Bldg., Corner Main and 6th Ave., Rm. 208, Helena, MT 59601 (406) 442-9040

Federal Bldg., 653 2d Ave., North, Rm. 218, Fargo, ND 58102 (701) 237-5771

Federal Bldg., 125 South State St., Rm. 2237, Salt Lake City, UT 84111 (801) 524-5500

National Bank Bldg., 8th and Maine Ave., Rm. 402, Sioux Falls, SD 57102 (605) 336-2980

Region 9

149 Bethel St., Rm. 402, Honolulu, HI 96813 (808) 546-8950

849 South Broadway, Los Angeles, CA 90014 (213) 688-2121

112 North Central Ave., Phoenix, AZ 85004 (602) 261-3900

110 West C St., San Diego, CA 92101 (714) 293-5000

Region 10

1016 West 6th Ave., Suite 200, Anchorage Legal Center, Anchorage, AK 99501 (907) 272-5561

503 3d Ave., Fairbanks, AK 99701 (907) 452-5561

216 North 8th St., Rm. 408, Boise, ID 83701 (208) 342-2711

921 Southwest Washington St., Portland, OR 97205 (503) 221-2000

Court House Bldg., Rm. 651, Spokane, WA 99210 (509) 456-0111

Internal Revenue Service, Department of the Treasury

The Internal Revenue Service offers a number of services designed to assist new businessmen in understanding and meeting their Federal tax obligations. For example, a *Mr. Businessman's Kit* (Publication 454) which contains informational publications, forms, instructions, and samples of notices which the IRS issues to business concerns is available free.

The kit is a convenient place for storing retained copies of tax returns and employee information. It also contains a checklist of tax returns and a tax calendar of due dates for filing returns and paying taxes identified on the folder. Copies of the kit may be obtained from local offices of the Internal Revenue Service. Employees of the IRS are available to explain items in the kit and answer questions about the tax forms, how to complete them, requirements for withholding, depositing, reporting Federal income and social security taxes, and the Federal unemployment tax. Copies of the kit may also be obtained by writing to the District Director who will have it delivered and explained at a mutually convenient time.

The Tax Guide for Small Business (Publication 334) may also be obtained at local offices of the IRS, the District Director, or the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Price 75¢.

NON-GOVERNMENTAL ASSISTANCE AND INFORMATION

Council of Better Business Bureaus, Inc.

The Council of Better Business Bureaus, Inc., conducts a continuing program in the field of franchising and maintains files on many firms which distribute through the franchise method. Summaries of the information in these files are released and available to inquiries upon request for specifically named firms. Inquiries on franchising should be sent to the Trade Practicers Department Council of Better Business Bureaus Inc., 1150 17th Street, N.W., Washington, D.C. 20036.

International Franchise Association

The International Franchise Association is a non-profit organization representing franchisors. Its membership consists of more than 200 companies. The Association provides information on franchising to individuals, businesses and the general public. It conducts educational programs, legal symposia, and works with state and federal legislative bodies in helping to foster sound law.

It maintains both Washington counsel and general legal counsel, publishes legal bulletins on court decisions and legislation, publishes a newsletter, and acts as a "friend of the court" in landmark cases affecting franchising.

The Association has developed an IFA Code of Ethics to which all member companies must subscribe. In addition to serving as a standard for operating franchise companies the Code can be used as a check list for the prospective franchisee in evaluating a franchise offering.

The Association publishes a booklet entitled "Investigate Before Investing" which sets forth suggested procedures interested parties should follow before entering a franchised business. The booklet is available from IFA for $1.00.

Further details on the services of the Association or membership may be obtained from its executive offices at 1025 Connecticut Avenue, N.W., Washington, D. C. 20036.

SOURCES OF FRANCHISING INFORMATION

(Books, Pamphlets, Periodicals, Directories, Etc.)

A Guide To Franchises. National Federation of Independent Business. 150 W. 20th Ave., San Mateo, California 94403, 8 pp. Free.

Important points to bear in mind when investigating franchise agreements.

A Model For Determining Cash Balance Requirements In The Franchise Operation. Marvin A. Jolson and Takao Hoshi, Atlanta Economic Review, Bureau of Business and Economic Review, Georgia St. Univ., 33 Gilmer St., S.E., Atlanta, Ga. 30303. Sept. 1971. Reprints free.

An analysis of inadequacy of capital, constant sales, and linearly increasing sales.

Advice For Persons Who Are Considering An Investment In A Franchise Business. Federal Trade Commission, Consumer Bulletin No. 4. Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. 1970. 12 pp. 10 cents.

Discusses the selection of a franchise and what steps you can take to protect yourself as a prospective franchisee.

Are You Ready For Franchising? A.L. Tunick. Small Business Administration, Washington, D.C. 20416. (Small Marketers Aids No. 115, October 1965). Reprinted February, 1970. 4 pp. Free.

Defines and discusses the franchise system of distribution in connection with the advantages, disadvantages, and investment requirements of a successful franchise operation.

Business Building Ideas For Franchises And Small Business. Med Serif. Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 1970. 48 pp. $2.00.

Presents helpful ideas and suggestions on the promotional aspects of establishing a new business.

Checklist For Going Into Business. Small Business Administration, Washington, D.C. 20416. (Small Marketers Aids No. 71, revised August 1970). 12 pp. Free.

Checklist designed to help the prospective franchisee decide whether he is qualified or has considered the various phases of going into business for himself.

Decision-Making And The Franchise Package. Gary M. Munsinger. Arizona Review, Div. of Economic and Bus. Research, College of Bus. and Public Adm., U. of Arizona, Tucson, Ariz. 85721. Vol. 17, Feb. 1968. pp. 4-6. Free.

Discussion of the advantages of a retail-service franchise. The restrictive nature of the franchise package is seen to reduce decision-making problems, particularly for the elements of the retail mix-product, location, price, and promotion.

Directory of Franchising Organizations, 1974. Pilot Industries, Inc. 347 Fifth Ave. New York, N.Y. 10016. $2.

Lists over 700 franchise operations alphabetically by kind of business. Includes a brief description and required investment, and a franchise evaluation checklist.

Directory Of Private Programs Assisting Minority Business. Office of Minority Business Enterprise, U.S. Department of Commerce. 1970. For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20202. $2.50.

Describes private minority business assistance programs in 59 cities and municipal programs in 15 cities. Also lists national organizations, national technical and management assistance programs, and minority owned financial institutions.

The Economic Effects of Franchising. Select Committee on Small Business, U.S. Senate. U.S. Government Printing Office, Washington, D.C. 20402. 1971. 354 pp. $1.50 SN 5270-1172.

Report includes economic effects of franchising in fast food, convenience grocery, and laundry-dry cleaning.

Expanding Sales Through Franchising. Al Lapin, Jr. Small Business Administration, Washington, D.C. 20416. (Management Aids for Small Manufacturers No. 182, March 1966). Reprinted. February 1968. 4 pp. Free.

Discussion of the advertising techniques and promotional guidance required to increase sales and accelerate the growth of small companies through the franchise system of distribution.

Federal Assistance Programs For Minority Business Enterprise. Office of Minority Business Enterprise, U.S. Department of Commerce, Washington, D.C. 20230. 1969. 141 pp. Free.

Special catalog of selected, relevant federal programs designed to assist minority entrepreneurs, minority group members interested in new business opportunities, and supporting organizations and groups. Includes detailed description of each program, arranged by agency eligibility requirements, operational procedures, and sources of program information.

A Federal Trade Commissioner Looks At Franchising. Mary Gardiner Jones. FTC Legal and Publications Office, Room 130, Washington, D.C. 20580. September 7, 1968. 24 pp. Free.

An address delivered at a seminar sponsored by the Institute of Continuing Legal Education, Ann Arbor, Michigan.

Franchising And You. Sandy Alexander. Lawrence Publishing Co., 617 South Olive St., Los Angeles, Calif. 90014. 1968. 248 pp. $5.95.

Research to bring the reader up to date on current information on the many franchise opportunities available to suit the requirements of all ages, interests and backgrounds.

Franchising Around The World. Sutton Place Publications, Inc., 11720 Biscayne Blvd., North Miami, Fla. 33161. Quarterly. $5 annual subscription.

Business merchandising magazine serving the franchising industry at all levels, national and international.

Franchising: How To Select A Business Of Your Own. Robert Metz. Hawthorn Books, Inc., 70 Fifth Ave., New York, N.Y. 10011. 1969. 344 pp. $8.95.

Designed primarily for aspiring entrepreneurs investigating franchising as a means of business entry. Examines franchising in general terms and specifically analyzes the offerings of twenty-five large national franchisors. A bibliography, twenty key questions, and a sample contract are included as guides to prospective franchisees.

Franchising In The Economy—1972-1974. U.S. Department of Commerce, Washington, D.C., 20230. $1.

Summarizes the results of a special survey of franchisors and includes summary data on franchising growth between 1972 and 1974.

Franchising—The Investors Complete Handbook. Robert M. Dias and Stanley I. Gurnick. Hastings House, 10 East 40th St., New York, N.Y. 10016. 1969. 123 pp. $6.00.

A description of the merits and pitfalls of franchise ownership covering all aspects.

Franchising Realities & Remedies. Harold Brown. New York Law Journal, 258 Broadway, New York, N.Y. 10007. Summer 1972. $20.

Outlines sound courses of action franchisees may consider and sound principles against which franchisors must examine their operations if their enterprises are to avoid destruction through legal attacks.

Franchising: Report of Ad Hoc Committee On Franchising. FTC Legal and Publications Office, Room 130, Washington, D.C. 20580. June 2, 1969. 37 pp. free.

Report includes franchise problems, selection of the franchisee, buying and selling restrictions and conclusions and recommendations.

Franchising—Some Hurdles Ahead. E. Patrick McGuire. The Conference Board Record, 845 Third Ave., New York, N.Y. 10022. Vol. VII. July 1970. p. 54-56. Reprint $1.

This article presents preliminary results of one phase of a study which reveals that many franchising executives forsee some serious obstacles to the continued growth of their organizations.

Franchising Today, 1969. Dr. Charles L. Vaughn, ed. Farnsworth Publishing Co., Inc. 381 Sunrise Highway, Lynbrook, Long Island, N.Y. 11563. 376 pp. $19.50.

Report of the Fourth Annual Conference on Franchising sponsored by the Boston College Center for the Study of Franchising Distribution, with other articles of timely interest on franchising.

Franchising Today, 1970. Dr. Charles L. Vaughn, ed. Farnsworth Publishing Co., Inc. 318 Sunrise Highway, Lynbrook, Long Island, N.Y. 11563. 1970. 424 pp. $19.50.

Report of the Fifth Annual Conference on Franchising sponsored by the Boston College Center for the Study of Franchising Distribution, with other articles of timely interest on franchising.

The Franchisor's Dilemma: Can He Satisfy The Legal And Commercial Requirements Of A Trademark Licensing System Without Exposing Himself To Other Legal Risks. Lewis G. Rudnick. The Trademark Reporter, 6 East 45th St., New York, N.Y. 10017. Vol. 56. Sept. 1966, pp. 621-642. Reprints, $2.

Examination of federal antitrust law problems concerned with exclusive dealing, tying arrangements, territorial and customer restrictions, and resale price control and legal pitfalls as extensive as the sum of the laws of each of the 50 state jurisdictions.

The Guide to Franchising. M. Mendelsohn. Pergamon Press, Inc., 395 Sawmill River Rd., Elmsford, N.Y. 10523. 1970. 88 pp. $3.50.

A reference guide to the basic principles of U.K. franchising, the meaning, advantages and disadvantages are detailed. Types of products and services, selection, fees, leasing, contracts, services, training and the future of franchising are discussed. Examined are the operations of four established U.K. franchisors. Information on entering the U.K. market from abroad also is provided.

Guidelines For Establishing Franchisor Services And Controls. Robert J. Mockler and Harrison Easop. U. of Washington Business Review. Mackenzie Hall, U. of Washington, Seattle, Wash. 98195. Vol. 27, Summer 1968, pp 12-23. $1.50 a copy.

Review of franchise management services such as, location analysis, training, advertising and promotion, assistance through field representatives, and examples of franchise management controls over physical appearance, territories, product lines, quality control, prices, and recordkeeping.

Guidelines For More Effective Planning and Management Of Franchise Systems. Robert J. Mockler and Harrison Easop. Bureau of Business and Economic Research, Georgia St. Univ., 33 Gilmer St., S.E., Atlanta, Ga. 30303. May 1968. Research Paper No. 42. 60 pp. $1.

Research paper on the factors that contribute to successful management of a franchise system of marketing.

Handbook For Small Business. Senate Select Committee on Small Business and House Select Committee on Small Business. U.S. Government Printing Office, Washington, D.C. 20402. Third edition, 1969. 200 pp. $1.75.

A survey of small business programs of the federal government includes special sections on business development, buying from the government, complaints against unfair business practices, disaster and emergency assistance, international commerce, management assistance, research, patents, technical information and technology, selling to the Government, and taxes.

How The Negro Can Start His Own Business. Thomas B. Jones, Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 1968. 48 pp. $2.

Practical suggestions to prospective franchisees including possible dangers they may encounter. Appended is a list of more than 100 franchising companies with a short description of each and an estimate of the necessary initial investment.

How To Franchise Your Business, Mack A. Lewis. Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 1971. $2.

This book shows, step by step the procedures to follow to franchise a business. The information given is not theoretical. Actual franchise operations were started and successfully marketed using the methods.

How To Get Started In Your Own Franchised Business: Short-cut To Profit And Independence. David D. Seltz. Farnsworth Publishing Co., Inc., 381 Sunrise Highway, Lynbrook, Long Island, N.Y. 11563. 1967. 197 pp. $10.

Guidebook to selecting and starting a franchise business. Explains how to finance and evaluate a franchise, how to get off to a prosperous start and continue to grow. Lists, with their addresses, 450 specific franchise opportunities.

International Franchise Association Membership Roster. International Franchise Association, 1025 Connecticut Avenue, N.W. Washington, D.C. 20036. Free on request.

Listing of members, associate members, allied members, and companies with subsidiaries.

International Franchising. Edwin L. Felter, Jr., ed. Continental Reports, Inc., P.O. Box 6360, Denver, Colo. 80206. 1970. 636 pp. $55.

A country-by-country survey of conditions and prospects is assembled for the franchisor who is considering international operations. Legal aspects of international franchising are investigated including legal techniques, antitrust laws, agreements, etc. Economic conditions, trademark protection, feasibility, existing franchise operations and laws are among the data provided for twenty-six countries and areas. Appended are such international agreements As Treaty of Rome, Paris Union, Universal Copyright Convention. A table of legal cases cited, a bibliography and a general topical index also are included.

Investigate Before Investing: Guidance For Prospective Franchisees. Jerome L. Fels, Esq. International Franchise Association, 1025 Conn. Ave., N.W., Wash., D.C. 20036. 1971. 12 pp. $1.

Explains how to investigate and evaluate franchise offerings before investing.

Loan Sources In The Federal Government. Small Business Administration, Washington, D.C. 20416. Management Aids No. 52, Revised June 1970. 12 pp. Free.

A listing and brief description of federal lending programs for commercial, industrial, and financial loans, agricultural loans, housing and community development loans, veterans loans, natural resource loans, international loans, and educational loans.

Modern Franchising. Modern Franchising Magazine, Inc. 34 Parkway Road, Bronxville, N. Y. 11530. Bi-monthly. $5 annual subscription.

Features general interest articles, factual success stories on franchising, and installation of franchises.

National Franchise Directory – 1973-74 Edition. Continental Reports, Inc., P.O. Box 6360, Denver, Colo. 80206. $6.00.

Alphabetical listing with cross index by service and product of approximately 1200 companies. Two hundred and fifty companies are listed with complete information.

National Franchise Reports. Continental Reports, Inc., P.O. Box 6360, Denver, Colo. 80206. Monthly. $13 annual subscription.

Summarizes three franchise offerings each issue and includes news of the franchise industry and schedule of events.

The Nature of Franchising: Part I—Its History and Part II—The Legal Difficulties. Wayne Lucas and B. J. Linder. Atlanta Economic Review, Bureau of Business and Economic Review, Georgia St. Univ., 33 Gilmer St., S.E., Atlanta, Ga. 30303. Oct-Nov 1969. Reprints free.

History of franchising and its economic advantages and disadvantages. Legal difficulties in monopolization, restraint of trade, price fixing, and tying or requirement restrictions.

The Negro In The Field Of Business. Thelma Y. Halliday. Institute for Minority Business Education, Howard University, Washington, D.C. 20001. June 1970. 42 pp. Price $2.00.

An annotated bibliography covering the role of the Negro in the business field.

Partners For Profit, A Study Of Franchising. American Management Association, Inc., 135 W. 50th St., New York, N.Y. 10020. 1966. 128 pp. $6.75.

Research report on franchising by eight students of Harvard University's Graduate School of Business.

Profits From Franchising. Robert Rosenberg and Madelon Bedell McGraw-Hill Book Co., 330 West 42nd St., New York, N.Y. 10036. 1969. 274 pp. $7.95.

An overview of the rapidly growing franchise system in America. Guides for the prospective franchisee through the evaluation of a franchise, the traps in franchising frauds, the franchise contract and psychological makeup of the ideal franchisee. Includes additional sources on franchising, a comprehensive list of franchise opportunities, a sample contract and sources of financial help.

Questions And Answers: Pilot's Question And Answer Guide To Successful Franchising. Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 1969. 32 pp. $1.00.

Discussion of the franchise system with question and answer guide and checklist.

The Realities of Franchising. Harold Brown, et al. Financial Publishing Company, 82 Brookline Ave., Boston, Mass. 02215. 1970. 198 pp. $22.50.

Explores in depth the development of a franchise operation, the degree of control the franchisor can assert to protect his interest, and the remedies of the franchisee for abuse. Court decisions and pending legislation are reviewed and analyzed.

Selective List Of Government Publications About The American Negro. Prince George's County Memorial Library, Oxon Hill Branch, 5450 Oxon Hill Road, Oxon Hill, Md. 20021. 1969. 50 pp. Single copy free on request.

A current and selective bibliography of publications on the American Negro from all branches of the federal government.

The Service Franchisors Forgot To Talk About. Sign and Display Industry, The United Publishing, Sign and Display Corp., 2828 Euclid Ave., Cleveland, Ohio 44115. Vol. 8. March 1970. pp. 23-26. $2 a copy.

Charts the image profiles of 52 franchise operations—product or service, customer appeal, market, outlets, standarized visual elements, management responsibility, average costs.

Soft Drinks Franchise Company Directory—16th Annual Edition. Soft Drinks, 10 Cutter Mill Rd., Great Neck, N.Y. 11021. Jan. 1973. 8 pp. $1, a copy.

Listing of the leading soft drink franchisors, their activities, brands, and franchise operations. Included are data on address, president, franchise director, product trade names, types and sizes of packages, services, and scope of international operations.

Starting A Business After 50. Samuel Small. Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 1967. 40 pp. $2.

Information on how to establish a small business, a franchise business, and a business at home. Includes a list of over 175 franchise opportunities.

State Franchising Regulations. E. Patrick McGuire. The Conference Board Record, 845 Third Ave., New York, N.Y. 10022. Vol. VII. Oct. 1970. p. 29-32. Reprint $1.

Summarizes the responses of 38 state attorneys general about the status of franchising regulation in their states.

TOM MURPHY'S INSIGHT, MARKETING & MANAGEMENT Published by Continental Reports, Inc. P. O. Box 6360, Denver, Colorado 80206. (303) 770-2290. Monthly, $12 annual subscription; $1 per issue.

Monthly magazine covering all phases of franchising, distribution and licensing. Major coverage includes legislation, especially at the state levels, new franchise opportunities, statistics, and a wide range of feature materials. Uses "guest" editorial material. Circulation approx. 70,000, with nationwide distribution.

Also publishes **Continental Franchise Review**, biweekly eight page newsletter to keep both franchisors and franchisees informed and "current" on high-importance topics. Circulation not available.

The Vaughn Report On Franchising Of Fast Food Restaurants. Charles L. Vaughn. Farnsworth Publishing Company, Inc., 381 Sunrise Highway, Lynbrook, Long Island, N.Y. 11563. 1970. 74 pp. $25.00.

A report and analysis of in-depth interviews with franchise executives covering: General characteristics of franchisor firms, recruiting, selecting and training policies and practices, financing of franchisees, real estate, consumer marketing, and franchisee relations.

What It Takes To Succeed In A Franchise Business. Changing Times, 1729 H Street, N.W. Washington, D.C. 20006. May 1970. pp. 25-28, 60¢ a copy.

How to size up a franchise. What gimmicks to be on guard against. How to analyze financial aspects. Based on views of Robert M. Dias, President, National Association of Franchised Businessmen.

When Considering A Franchise—Look Before You Leap! National Oil Jobber, 1701 K St., N.W., Washington, D.C. 20006. Vol. 14. March 1970. pp. 12ff. 50¢ a copy.

Guidelines for evaluating the franchisor, the operation, the commodity, and your qualifications as a franchisee.

Woman's Guide To Her Own Franchised Business. Anne Small and Robert S. Levy. Pilot Industries, Inc., 347 Fifth Ave., New York, N.Y. 10016. 47pp. $2.

Explains the opportunities that have been created for women and how to take advantage of them. Includes a listing of over 150 franchise opportunities.

Financial Security and Independence Through A Small Business Franchise. Donald J. Scherer. Pilot Industries, 347 Fifth Ave., New York, N.Y. 10016. Revised Sept. 1967. 45 pp. $2.

Guide describing the management requirements, basic recordkeeping methods, proper financial arrangements, and income potential to be derived from the establishment and operation of a franchise business with limited investment.

Financing Franchise Expansion. Paul D. Fine. The Cornell Hotel and Restaurant Administration Quarterly, School of Hotel Adm., Cornell U., Ithaca, N.Y. 14850. Vol. 9, Nov. 1968, pp. 17-20. 50¢ a reprint.

Each new franchise outlet requires a capital investment in three areas: (1) real estate, (2) fixtures and chattels, and (3) working capital. This is a discussion of financing sources for each of these areas prefaced by a review of the historical method of acquiring funds.

Financing Franchise Systems and The Franchising Game is Basic Operations. The Cornell Hotel and Restaurant Administration Quarterly, School of Hotel Adm., Cornell U., Ithaca, N.Y. 14850. Aug. 1971, pp 17-32. $1 a reprint.

Outlines alternatives available to franchisors, financial climate for franchising, and financial check list for franchisors. Discusses treatment of franchise fee and use of the names of celebrities for franchisor operations.

Food Service Franchising. The American Institute of Food Distribution, Inc., P.O. Box 523, Fair Lawn, N.J. 07410. 1970. 19 pp. $2.00.

Analysis of 16 food franchising companies. Information includes type of units, cash needed, franchise fee, assistance in site location, training, etc.

The Franchise Boom (rev. ed.) Harry Kursh. Prentice-Hall, Inc., Englewood Cliffs, N.J. 07632. 1968. 477 pp. $12.95.

Describes successful and unsuccessful ventures in franchising, and explores pertinent areas to be considered; such as, franchise investment requirements, sources of financial and technical assistance, how to find franchise opportunities, investigating the franchisor, understanding the contract, opportunities for women and prospects for Negroes.

Franchise Guide: An Encyclopedia of Franchise Opportunities. Robert M. Goldenson, Ph.D., Editor. Resource Publication, Inc. Available from D.R. Goldenson & Co. Inc., P.O. Box 2331, Princeton, N.J. 08540. Main edition, 458 pp. $8.95. Vol. 2. 112 pp. $2.95. Combination set. $10.95.

Main edition presents data ("profiles") on 418 franchisors and Vol. 2 on 95 franchisors. Details character and history of the parent company, the exact nature of the product or service offered, the investment required, the potential return on investment, site selection, market analysis, etc.

Franchise Investigation And Contract Negotiation, 1967. Harry Gross and Robert S. Levy. Pilot Industries, Inc., 347 Fifth Avenue, New York, N.Y. 10016. 48 pp. $2.

Explains how to select, analyze and investigate a franchise and then what to look for when negotiating the franchise contract.

Franchise Operations and Antitrust. Donald N. Thompson. D.C. Heath and Co., 125 Spring St., Lexington, Mass. 02173. 1971. 190 pp. $12.50.

A comprehensive coverage of franchising and antitrust laws and regulations. Analyzes legislation and regulation of the franchising system with an overview of the nature of franchising.

Franchise System For Establishing Independent Retail Outlets. David J. Schwartz. Bureau of Business and Economic Research, Georgia St. Univ., 33 Gilmer St., S.E., Atlanta, Ga. 30303. August 1959. 25 pp. $1.

Analyzes and describes franchise system functions, the selection of franchisees, the services provided by franchisors, and special qualities required for the successful operation of a franchise business.

Franchised Distribution. The Conference Board, 845 Third Ave., New York, N.Y. 10022. 1971. 122 pp. $17.50.

This report examines the evolution and structure of franchising, and the organization and management of franchised distribution systems. Tables and exhibits are used extensively.

Franchising. Gladys Glickman. Matthew Bender & Co., Inc., 235 East 45th St., New York, N.Y. 10017. 1971 revision. I-XVII, 701 pp. $42.50.

A legal look at franchising—for both the franchisor and the franchisee, including franchise relationships, legal and business problems, and development of the franchise-distribution agreement with legal citations footnoted. Also covers the legal, tax, and estate planning problems facing the franchisee.

Franchising. Small Business Reporter, Bank of America, Area Development 3120, P.O. Box 37,000, San Francisco, Calif. 94137. Vol. 9. No. 9. 1970. p. 1-12. $1. a copy.

This report examines: various franchise systems, the franchisor/franchisee relationship, the franchise agreement, finding and evaluating a franchise, franchising and its critics, legislation and arbitration, etc. Sources of further information are noted.

Franchise: An alternative To Independent Operation. Gary M. Munsinger. Arizona Review, Div. of Economic and Bus. Research, College of Bus. and Public Adm., U. of Arizona, Tucson, Ariz. 85721. Vol. 16, Nov. 1967. pp. 10-14. Free.

Details the major pitfalls facing the small businessman. Discusses the four basic types of franchise operations and the components of the franchise package, and weighs the strengths and weaknesses of franchising as an alternative to individually owned small businesses.

FRANCHISE COMPANY DATA

AUTOMOTIVE PRODUCTS/SERVICES

A-1 TUNE UP COMPANY, INC.
19200 Greenfield
Detroit, Michigan 48235
Dennis E. Sante, President

Description of Operation: A-1 Tune Up Company provides diagnostic machines and a supply of tune up tools, along with in-house training of qualified mechanics and office personnel. Seminars are conducted without cost to franchisees and mechanics in tune-ups, brake and air conditioning. Cooperative advertising and continuing home office contact assures close business relationship between home office and franchisee.

Number of Franchisees: 16 in Michigan.

In Business Since: 1972

Equity Capital Needed: $12,000 to $15,000.

Financial Assistance Available: None

Training Provided: Continuing training in cooperation with General Motors.

Managerial Assistance Available: Continuing as needed or requested.

Information Submitted: May 1973

AAMCO AUTOMATIC TRANSMISSIONS, INC.
408 East Fourth Street
Bridgeport, Pennsylvania 19405
Chris Romeis, National Sales Manager

Description of Operation: AAMCO distributors repair, recondition and rebuild automatic transmissions for all cars. This is done by specially trained mechanics. Distributor does not need to have a technical background, but should have a strong business background.

Number of Franchisees: 525 in 47 States and across Canada.

In Business Since: 1958

Equity Capital Needed: $16,000 to $26,500.

Financial Assistance Available: A total investment of $39,379 required to open an AAMCO center in a major market. A total of $23,295 is required in a secondary market. Company can arrange financing for 1/3 of total requirement, if franchisee has good credit references. Franchisee has the option to arrange own outside financing.

Training Provided: A comprehensive 7 week training course is provided at the company headquarters. In addition field training is provided at the opening of the operation to see that franchisee is properly launched.

Managerial Assistance Available: A consulting and operation division continually works with each distributor on a weekly basis to insure proper day-by-day operation. Monthly area meetings are held.

Information Submitted: April 1973

ABC MOBILE SYSTEMS
1902 Potrero Avenue
South El Monte, California 91733
Stanley J. Carter, President

Description of Operation: ABC Mobile Brake is a wholesale brake supplier specializing in on-location service and machining of brake drums, rotors, etc.

Number of Franchisees: 58 in 16 States.

In Business Since: 1962

Equity Capital Needed: $5,995

Financial Assistance Available: Cash required for one-truck franchise. Cost $5,995, all financed.

Training Provided: Initial training at home office for 2 weeks-with remaining 2 weeks training in franchisee's area.

Managerial Assistance Available: Managerial and technical assistance provided throughout length of franchise. Technical bulletins, advertising (national), management aids, training manuals, clinics, bookkeeping system, managerial staff visits franchisees at least twice yearly, telephones at least once a month, etc.

Information Submitted: May 1973

AMERICAN FLEETCARE SYSTEMS CORPORATION
6709 Convoy Court
San Diego, California 92111
Keith Roper, Vice President

Description of Operation: American FleetCare businessmen provide on-location preventive maintenance including, lubrications, oil changes, filter changes, and a preventive maintenance inspection to truck fleet owners via a specially equipped van. This service eliminates the normal trips required to take trucks out to service stations or garages for preventive maintenance and the down time or shift differential cost of providing preventive maintenance in a company owned garage.

Number of Franchisees: 35 throughout the U.S.A.

In Business Since: 1966, franchising since 1970

Equity Capital Needed: $10,000

Financial Assistance Available: Partial financing.

Training Provided: In depth training in all phases of the operations, including business, sales, and technical areas at the home office, as well as additional training on franchisee's location.

Managerial Assistance Available: American FleetCare provides a complete business system including all accounting, records and forms and an operations manual. Emphasis is placed on the fact that success in business requires the application of good business principles in addition to technical expertise. Fieldmen periodically visit American FleetCare businessmen providing business and sales assistance. Company pays the cost of all telephone calls to the home office.

Information Submitted: April 1973

ASTRO PROGRAMS, INCORPORATED
17534 West McNichols Road
Detroit, Michigan 48235
R. V. Michael

Description of Operation: Astro Tune Up Centers are a unique system of stationary and/or mobile auto/truck repair service designed for commercial fleets as well as general customers. Astro auto parts are available to provide competitive pricing, and building and/or mobile van leasing is arranged.

Number of Franchisees: 68 in 10 States.

In Business Since: 1971

Equity Capital Needed: $5,000 minimum.

Financial Assistance Available: Total investment ranges from $10,000 to $23,000 for local franchise and $25,000 to $40,000 for regional franchise. Astro will arrange equipment leasing up to $14,000 if franchisee can qualify on credit rating and net worth. Franchisee may arrange own financing.

Training Provided: Mandatory training is scheduled for all new franchisees and their personnel. Technical training is provided by General Motors personnel at one of their training centers, an Astro Tune Up Center, or other designated location.

Managerial Assistance Available: Astro provides continual management service for the life of the franchise in such areas as bookkeeping, advertising, inventory control. Complete manuals of operations, forms and directions are provided. District and field managers are available in all regions to work closely with franchisees and visit locations regularly to assist solving problems. Astro sponsors meetings of franchisees and conducts marketing and product research to maintain high Astro consumer acceptance.

Information Submitted: May 1973

AUTOMATION EQUIPMENT, INC.
P. O. Box 3208
Tulsa, Oklahoma 74101
Orville Strout, President

Description of Operation: Conveyorized automatic car washers, self-service car washers and automatic and manual truck washers.

Number of Franchisees: 33 in 11 States.

In Business Since: 1971

Equity Capital Needed: $1,000 to $5,000 lease plan. $10,000 to $20,000 purchase plan.

Financial Assistance Available: 100 percent leasing plan--80 percent financing of purchase plan.

Training Provided: On-the-job training, usually 3 to 7 days.

Managerial Assistance Available: Usually handled by phone and as long as our parts and detergents are used exclusively.

Information Submitted: April 1973

BERNARDI BROS., INC.
101 South 38th Street
Harrisburg, Pennsylvania 17111
C. W. McKee, Manager of Marketing Services

Description of Operation: Manufacturing of automatic conveyorized Turbo-Tunnel car wash, Turbo-Brush automatic brush car wash and Turbo-Spray automatic and self-service car washes. Customer remains in car while it is automatically washed or customer may use the equipment to wash his car. May be operated by coin meter.

Number of Franchisees: Over 1,200 throughout the U.S. A. and abroad.

In Business Since: 1946

Equity Capital Needed: $8,000-$20,000

Financial Assistance Available: Some assistance available through individual distributors. Factory finance plan is available.

Training Provided: Service school held every month at the factory at no charge.

Managerial Assistance Available: None.

Information Submitted: April 1973

BOU-FARO COMPANY
274 Broadway
Pawtucket, Rhode Island 02861
Carmine DeCristoforo, Vice President

Description of Operation: Stop and Go transmissions - a transmission auto repair center.

Number of Franchisees: 9 in Rhode Island, Massachusetts and Pennsylvania.

In Business Since: 1970

Equity Capital Needed: $15,000.

Financial Assistance Available: $10,000 loan.

Training Provided: Approximately four weeks.

Managerial Assistance Available: Complete.

Information Submitted: May 1973

CAR-MATIC SYSTEM
Division of Vail Spring Works, Inc.
P. O. Box 12466
Norfolk, Virginia 23502
W. W. Vail, President

Description of Operation: Car-Matic System operates a two level merchandising program. A distributor covers an entire marketing area. Retail profit centers handle the direct to consumer sales. A Car-Matic distributor supplies the retail profit centers in his marketing area with rebuilt automobile transmissions, engines, and other parts. He also operates a retail transmission and engine exchange center at the same location.

Number of Franchisees: 71 in 6 States.

In Business Since: 1919

Equity Capital Needed: Distributor-$29,974, retail outlet, $13,200.

Financial Assistance Available: Complete overall financing plans are available to qualified people.

Training Provided: Four weeks, management and sales training, plus set-up and assistance in field operations.

Managerial Assistance Available: Initial training of four weeks, and continual consultation services available when and if needed.

Information Submitted: May 1973

CHRYSLER MOTORS CORPORATION
Parts Division
P. O. Box 337
Center Line, Michigan 48015
E. W. Howenstein
Manager - Business Management

Description of Operation: The MOPAR jobber sells automotive parts for all popular makes of cars and trucks under the MOPAR label, at wholesale, to service stations, garages, automobile dealers, fleets, farm equipment dealers, etc. To implement the program, the Parts Division of Chrysler Motors Corporation has appointed a network of strategically located independently owned warehouse distributors. These warehouse distributors have been authorized to franchise MOPAR jobbers who meet Chrsler's standards.

Number of Franchisees: 291 in 39 States and the District of Columbia.

In Business Since: 1964

Equity Capital Needed: Depends on location & number of other factors. However, less than $40,000 is rarely recommended.

Financial Assistance Available: For qualified individuals, financing of up to 50% of the total capital required can be arranged.

Training Provided: The manager of the store must have parts experience. However, the concerned MOPAR warehouse distributor and Chrysler provide help in setting up the store, and offer continuing advice and assistance in every area of the operation, including special on-the-job aid in the training of employees and salesmen.

Managerial Assistance Available: the Parts Division of Chrysler Motors Corporation maintains a staff of business management representatives, plus a complete field sales force, for the Franchise Jobber Program. In addition, the concerned MOPAR warehouse distributor maintains daily contact with the jobber and has personnel qualified to aid the jobber in all phases of the business. The Jobber Operations Manual sets forth, in written and illustrated form, precise operating instructions and guides.

Information Submitted: April 1973

COLLEX, INC.
Limekiln Pike at Haines Street
Philadelphia, Pennsylvania 19138
Kenneth Magistrate

Description of Operation: Collex Centers are a unique concept in collision service. The system is based upon customer service and sophisticated work methods of auto body repair. Each Collex Center is fully staffed, completely equipped and already doing business before it is turned over to the licensee. No start up is involved and operations generally run 5 to 5-1/2 days a week. Area franchises are also available for investors, individuals and/or groups interested in developing a chain of Collex Centers.

Number of Franchisees: 25 in 7 States.

In Business Since: 1948

Equity Capital Needed: $15,000 minimum for Collex Center and $50,000 minimum for area directorship.

Financial Assistance Available: Minimum total investment of $75,000 is needed for one Collex Center. This includes a license and service fee of $15,000. The balance may be financed if the licensee has adequate net worth and good references. The licensee has the option to arrange his own financing.

Training Provided: Four weeks at the Collex headquarters with additional on-the-job training in licensee's own center. Training covers all aspects of operation: advertising, marketing, promotion, accounting, customer relations, insurance and production control. Additional training provided for Area Directors.

Managerial Assistance Available: Collex provides ongoing management services for the term of the franchise in all aspects of the business. Operational manuals and standards are provided. Local assistance is provided through field directors and Area Directors by periodic visitations to each center. Home Office assistant also available at all times.

Information Submitted: May 1973

COLORBACK, a Division of
MOTOR VALET INDUSTRIES, INC.
2250 East Devon Avenue
Des Plaines, Illinois 60018
Eugene W. Hubert, Vice President-Sales

Description of Operation: Colorback provides franchisees with a mobile van truck equipped to renew or change the colors of leather, nylon or vinyl. This service is offered to car dealership branches. Franchisee has protected territory and establishes its business with car dealerships in that territory, visiting them on a regularly scheduled basis. Colorback franchises are distributed nationally through Motor Valet Industries, Inc.

Number of Franchisees: 31 in 11 States.

In Business Since: 1968, Colorback 1970.

Equity Capital Needed: $4,800 downpayment.

Financial Assistance Available: A total investment of $14,800 is necessary to obtain a Colorback franchise. Motor Valet will finance balance, after downpayment, if franchisee has good credit references for a 36 month period. Franchisee has option to arrange his own authorized financing.

Training Provided: Colorback gives each franchise complete training in all dyeing systems for three weeks in Deerfield, Florida. After that, a Colorback consultant works with the franchisee in his own territory, helping to secure accounts, set up systems and anything else needed to help the franchisee toward success. Bookkeeping, merchandising, billing are all included in training. Each unit comes with a complete manual.

Managerial Assistance Available: Motor Valet provides assistance in establishing routes and gives continual advice in the areas of business operation, management, advertising, plus continual assistance in keeping franchisee informed of proper colors and all makes of new cars. Complete manuals of operations, forms, and directions are provided. Motor Valet managers are available in all regions, to work closely with franchisees.

Information Submitted: May 1973

COOK MACHINERY CO., INC.
4301 South Fitzhugh Avenue
Dallas, Texas 75226
Doug Garber, General Sales Manager

Description of Operation: Sofspra carwash locations.

Number of Franchisees: 450 in all States.

In Business Since:

Equity Capital Needed: $10,000 to $20,000.

Financial Assistance Available: Financing available for qualified applicants.

Training Provided: On-the-job training by local distributors.

Managerial Assistance Available: Managerial and technical assistance provided by local distributors.

Information Submitted: May 1973

COTTMAN TRANSMISSION SYSTEMS, INC.
575 Virginia Drive
Fort Washington, Pennsylvania 19034
Richard O. Silva, President

Description of Operation: Cottman Transmission Centers repair, service and remanufacture automatic transmissions for wholesale and retail trade. Operator does not need previous automotive experience.

Number of Franchisees: 46 throughout the United States and Canada.

In Business Since: 1962

Equity Capital Needed: $18,500 to $26,200.

Financial Assistance Available: Partial financing available, usually through lending institutions.

Training Provided: Three weeks training at the home office and additional training at operator's location upon opening at which time technicians are assisted in proper techniques of remanufacturing.

Managerial Assistance Available: The home office continually works with each operator on all phases of operation, advertising, sales, management, employee relations, remanufacturing techniques, etc.

Information Submitted: April 1973

DELKO TRANSMISSIONS TRUCKS, INC.
270 Fourth Avenue
Brooklyn, New York 11215

Description of Operation: Install and service automatic transmissions.

Number of Franchisees: 10 in New York.

In Business Since: 1966

Equity Capital Needed: $18,000

Financial Assistance Available: None.

Training Provided: Two weeks of intense training in sales and services.

Managerial Assistance Available: Continuous.

Information Submitted: May 1973

DIAMOND QUALITY TRANSMISSIONS CENTERS OF AMERICA, INC.
7935 Dorcas Street
Philadelphia, Pennsylvania 19111
Alfred Gold, President

Description of Operation: Diamond Quality Transmissions Centers adjust, repair, service, recondition, and remanufacture automatic transmissions and 3 or 4 speed "stick" transmissions for cars and light trucks. Franchisee needs no previous automotive experience to be trained to manage a transmission center, no matter what occupation or profession previously held.

Number of Franchisees: 4 in Pennsylvania and New Jersey.

In Business Since: 1949

Equity Capital Needed: $10,000 to $25,000.

Financial Assistance Available: Financing up to $15,000 to franchisees with good credit rating.

Training Provided: Four weeks training in salesmanship, management, and technical operations, which includes on the location training and promotion to assure a successful operation, will be provided.

Managerial Assistance Available: Simplified bookkeeping system available on a daily, weekly or monthly basis. Service manuals and technical manuals are available. Seminars in operating technique and management salesmanship are available. On the location help available when requested to increase promotion and sales on a retail or wholesale basis.

Information Submitted: May 1973

ENDRUST CORPORATION
401 Shady Avenue, Suite A402
Pittsburgh, Pennsylvania 15206
M. Harrison, President

Description of Operation: Engaged in setting up franchises to do automotive rustproofing; franchisees being owners and operators of body shops or automobile sales companies.

Number of Franchisees: 37 in Pennsylvania, Ohio, West Virginia.

In Business Since: 1969

Equity Capital Needed: Minimum of $996.

Financial Assistance Available: None.

Training Provided: Training in Pittsburgh, at EndRust's expense, for whatever time is required by trainee. Two days is generally suggested, although in most cases, trainees indicate that they gain sufficient expertise in one day.

Managerial Assistance Available: All that is required by trainee.

Information Submitted: April 1973

FIREHOUSE 5
Challenger Division
Hanna Industries
Post Office Box 3736
Portland, Oregon 97208
Eugene A. Harfst, President

Description of Operation: Firehouse 5 is an advanced automatic carwash system contained in a very special image building with descriptive signs and other special fixtures. Operating with or without gas retailing equipment, Firehouse 5 though unique is not wholly a franchise. Equipment and building are investor purchased. These can be supplied totally as a turnkey installation. Only the descriptive signs and special fixtures are proprietary, offered to the purchaser on a five year lease basis.

Number of Franchisees: 12 in 7 States.

In Business Since: 1954 - above program since 1968.

Equity Capital Needed: $33,500.

Financial Assistance Available: The Challenger Division of Hanna Industries offers financial assistance, installation site analysis and marketing study plus a proforma of the profit operations.

Training Provided: Operator training is offered at Hanna Industries' Service and Operating School facilities in Portland, Oregon. This is conducted each full first week of every month.

Managerial Assistance Available: The Challenger Division offers construction supervision and a continuing program of technical information, parts procurement, and media assistance. Service manuals and other technical data are provided. In a turnkey performance, from the slab up, Hanna directs and supervises total construction and system installations.

Information Submitted: April 1973

THE FIRESTONE TIRE & RUBBER COMPANY
1200 Firestone Parkway
Akron, Ohio 44317
W. F. Tierney, Wholesale Sales Manager

Description of Operation: Complete business franchise includes all phases for selling tires, auto and home supplies, and automotive services, backed up with national and local television, radio and newspaper advertising, periodic retail sales plans, display material, and many other sales and merchandising plans for increased sales and profits.

Number of Franchisees: Over 60,000 direct and associate dealers operating throughout the United States and Canada.

In Business Since: 1900

Equity Capital Needed: $25,000 or more; varies as to locations, business, equipment, inventory.

Financial Assistance Available: Sales and credit personnel counsel and assist franchisee to obtain necessary assistance through local sources or through company's assistance programs.

Training Provided: Home office and field personnel are available at all times to train the dealer and his employees in all phases of sales and business management. This continuous program helps to insure an efficient and successful operation. Films, self-training programs, on-the-job training programs, etc., are constantly being revised and up-dated to keep dealer informed on all aspects [illegible] business.

Managerial Assistance Available: Home office and local sales personnel are available to give assistance on any matter requested, including all phases of retail selling.

Information Submitted: May 1973

WW FLEET LUBRICATION FRANCHISES
316 State Street
Hackensack, New Jersey 07601
Irv David

Description of Operation: WW Fleet Lubrication provides truck preventive maintenance service to truck fleet operators at their truck terminals thereby eliminating downtime and loss of income. The franchisee uses specially-designed equipment which is installed within the truck so that it is mobile. Some of the services are: lubrication, oil change, & tires/batteries/accessories. WW also has available power wash & steam cleaning equipment as an additional investment for the franchisee.

Number of Franchisees: 3 in New York, Arizona

In Business Since: 1962, franchising since 1971

Equity Capital Needed: $16,000

Financial Assistance Available: The parent company will assist in arranging financing for the balance of the total investment which is $28,000.

Training Provided: Two weeks of comprehensive training is provided at the headquarters and 2 weeks of assistance on location with the franchisee. This training includes all the technical aspects and management details. WW also assists the franchisee in obtaining his initial accounts.

Managerial Assistance Available: Members of the management team of WW periodically visit the franchisee, review his operations, and advise him as to how to achieve optimum sales and profits. The management team is always available to discuss with the franchisee any specific problem regarding the personnel he employs or anything pertaining to the conduct of his day-to-day business.

Information Submitted: April 1973

B. F. GOODRICH TIRE COMPANY
500 South Main Street
Akron, Ohio 44318
W. W. Morris, Dept. 0657, Bldg. 24-D
Manager
Dealer Development

Description of Operation: Establishes franchised dealers on a protected basis to sell and service B. F. Goodrich tires and related service merchandise. B. F. Goodrich provides real estate assistance in procuring leases of suitable locations, either existing or new facilities.

Number of Franchisees: 5,500 franchised dealers and 400 company owned dealers in all 48 continental United States.

In Business Since: 1870

Equity Capital Needed: Minimum of 15% of total required or $12,000 whichever is greater.

Financial Assistance Available: Financing provided by franchisor is tailored to each individual franchise depending on potential, need and projected profitability. Varied types of financing are available including inventory, equipment, receivables and equity capital.

Training Provided: Training on a continuing basis is provided by company, covering product knowledge, servicing techniques and business management.

Managerial Assistance Available: Same as "training" above.

Information Submitted: April 1973

THE GOODYEAR TIRE & RUBBER COMPANY
1144 East Market Street
Akron, Ohio 44316
J. W. Barnett Manager
Tire Centers Division

Description of Operation: Retail and wholesale sale of tires and automotive service and other car and home related merchandise.

Number of Franchisees: 110 in all States.

In Business Since: 1968

Equity Capital Needed: $35,000.

Financial Assistance Available: Lease real estate, equipment and fixtures, long term note line as needed and justified and open account credit as needed and justified.

Training Provided: Formal 3 month training plus continued on-the-job training.

Managerial Assistance Available: Business counsel and data processing provided on permanent basis.

Information Submitted: April 1973

GRAND AUTO, INC.
7200 Edgewater Drive
Oakland, California 94621
Roger Thornton, Franchise Co-ordinator

Description of Operation: Franchise the sale of automotive parts & accessories and, when in season, outdoor and garden equipment and toys. Serving the entire northern area of California with free standing automotive stores with the most modern and up-to-date sales and auto service (most stores have up to 10 bays) in the country.

Number of Franchisees: 8 in California.

In Business Since: 1946

Equity Capital Needed: $40,000 minimum, depending on volume anticipated in locations to acquire proper turnover.

Financial Assistance Available: Anything above minimum for working capital.

Training Provided: Trainees are carefully schooled in selling techniques which have proved successful at all Grand Auto Stores. Guided by special store bulletins, catalog sheets, procedure manuals, inventory sheets, cost sheets, plus the personal contact of trained advisors. Given careful briefing, tours of warehouse, merchandise, and accounting divisions.

Managerial Assistance Available: Franchise stores are run just like company owned stores with a coordinator available at all times.

Information Submitted: May 1973

HYDRO- SONIC SYSTEMS,, INC.
5136 Richmond Road
Bedford Heights, Ohio 44146
Joseph Neidus, Vice President

Description of Operation: Mobile washing of trucks, trailers and other fleets of vehicles.

Number of Franchisees: 95 in 23 states.

In Business Since: 1968

Equity Capital Needed: $11,450.

Financial Assistance Available: Total cost of franchise $15,950. Franchisor will finance $4,500.

Training Provided: 1 week at home office , 1 week in the field.

Managerial Assistance Available: Home office staff available for consultation at anytime.

Information Submitted: April 1973

KAR-KARE CORPORATION
Post Office Box 36
Charlotte (Pineville), North Carolina 28134
Earl T. Garrick
President

Description of Operation: Complete tire, battery and auto service including shocks, brakes electronic tune-ups, alignment.

Number of Franchisees: 24 in 6 states.

In Business Since: 1964

Equity Capital Needed: Varied Amounts.

Financial Assistance Available: No set plan is available; however financing is available for qualified franchisees.

Training Provided: Initially: classroom and job training. Long Term: Continual supervision.

Managerial Assistance Available: A very comprehensive and continuous managerial and technical assistance program is provided by Kar-Kare's area management supervisor.

Information Submitted: May 1973

KWIK KAR WASH
11351 Anaheim Drive
Dallas, Texas 75229
Ray Ellis

Description of Operation: Kwik Kar Wash offers a complete self service car wash ranging from 1-bay to 10-bays. Open for public use 24 hours a day. Kwik Kar Wash provides building, equipment and self service operation for either 25 cents or 35 cents per cycle.

Number of Franchisees: 1,080 in 44 States.

In Business Since: 1964

Equity Capital Needed: $5,000-$10,000 minimum.

Financial Assistance Available: A typical 4-stall installation requires an investment of approximately $35,000 excluding land cost which may be leased. A down payment of $10,000 is normal with balance financed for 60 months.

Training Provided: Training provided one to two days on-site at time of initial hookup.

Managerial Assistance Available: Managerial assistance, large parts inventory, manuals, promotional business management, complete service department with radio dispatched trucks.

Information Submitted: May 1973

LEE MYLES ASSOCIATES CORPORATION
59-24 Maurice Avenue
Maspeth, New York 11378
Dr. Alfred J. Modica
President

Description of Operation: Lee Myles Franchised Transmission Centers offer complete one-stop transmission service. These centers perform complete quality automatic transmission service, from minor adjustments through and including major repairs and reconditioning. It is not necessary for franchisees to have a technical background; Lee Myles provides a comprehensive training course and shop set-up assistance by a training staff equipped with experience, knowledge & developments of 25 years in the automotive field. Territories of all Centers are defined and protected by franchise agreement.

Number of Franchisees: 70 in 6 states and Puerto Rico.

In Business Since: 1948

Equity Capital Needed: $15,000 to $25,000.

Financial Assistance Available: Partial financing is available to qualified individuals.

Training Provided: Three-week training course, consisting of two weeks at parent company classroom and actual shopwork, plus one week in franchisee's own operation. Staff of experienced field consultants provides continuing guidance and assistance at all times thereafter.

Managerial Assistance Available: A divisional field consultant works with each franchise dealer to promote success with updated marketing formulas, technical information, and sales training.

Information Submitted: May 1973

MAACO ENTERPRISES, INC.
2400 Governor Printz Boulevard
Wilmington, Delaware 19802
Daniel I. Rhode, Executive Vice President

Description of Operation: Franchise sales for MAACO Auto Painting Centers. Service includes not only auto painting but body work as well.

Number of Franchisees: 3 in Arizona, New Mexico and Delaware.

In Business Since: 1972

Equity Capital Needed: $30,400.

Financial Assistance Available: None

Training Provided: Complete training program for 4 weeks.

Managerial Assistance Available: Continuous as long as the franchisee is in operation.

Information Submitted: May 1973

MACCLEEN'S, INC.
2222 First National Tower
Akron, Ohio 44308
L. B. Holmes
Executive Vice President

Description of Operation: Automatic car wash 2 bay operation--each having 5 brushes with individual blower dry systems and wax dispenser. One employee desired, peak periods up to three employes.

Number of Franchisees: 50 in 10 States.

In Business Since: 1966

Equity Capital Needed: $19,600.

Financial Assistance Available: Thru commercial banking and American Leasing, Inc. ---SBA.

Training Provided: On location and at existing operations if desired.

Managerial Assistance Available: Assistance by store manager and company engineer.

Information Submitted: May 1973

MALCO PRODUCTS, INC.
361 Fairview Avenue
P. O. Box 892
Barberton, Ohio 44203
Lionel Glauberman

Description of Operation: Distributor is franchised to sell complete line of automotive chemical specialities including cleaners, oil additives, brake fluid, etc., to service stations, garages, new and used car dealers, and industrial outlets. He is assigned a territory that can support him. The distributor and his men travel the area using small trucks and step vans, selling to the above accounts.

Number of Franchisees: 330 throughout the United States.

In Business Since: 1953

Equity Capital Needed: $2,000 for inventory investment only.

Financial Assistance Available: None

Training Provided: Thorough field and product training in the distributor's area by regional sales manager. Periodically during the year the regional sales manager spends time with the distributor and salesmen for training both in product knowledge and field training.

Managerial Assistance Available: Regional distributor meetings are held throughout the country twice a year for further training. Complete managerial assistance provided through company personnel and field representatives.

Information Submitted: April 1973

MEINEKE DISCOUNT MUFFLER SHOPS, INC.
5150 North Sheperd Drive
Houston, Texas 77018
Harold Nedell, Executive Vice President

Description of Operation: Meineke Discount Muffler Shops, Inc., offer fast, courteous service in the merchandising of automotive exhaust systems and shock absorbers. Unique inventory control and group purchasing power enable Meineke Dealers to adhere to a "Discount Concept." No mechanical skills required.

Number of Franchisees: 9 in Texas, Florida and New Jersey.

In Business Since: 1972

Equity Capital Needed: $36,345 investment for inventory, equipment, signs, furniture, fixtures, estimated lease and utility deposits.

Financial Assistance Available: Up to $17,000 to qualified applicants.

Training Provided: Three weeks schooling and on-the-job training at Houston, headquarters. In addition, Meineke provides continuous field supervision and group operational meetings.

Managerial Assistance Available: Meineke Discount Muffler Operations Manual provides clear and concise reference for every phase of the business. Home office staff analysis of weekly reports is provided on a continuous basis.

Information Submitted: May 1973

MIDAS, INC.
222 South Riverside Plaza
Chicago, Illinois 60606
William Strahan

Description of Operation: Automotive exhaust system, brake, shock absorbers, and front end alignment. Shops offer fast service "while you watch" in clean, pleasant, modern surroundings.

Number of Franchisees: 632 in 43 States, Canada and Puerto Rico.

In Business Since: 1956

Equity Capital Needed: $80,000 investment for inventory, equipment, sign, furniture, fixtures, and fees.

Financial Assistance Available: Equipment lease.

Training Provided: Both a dealer orientation program and on-the-job training programs are initially provided, followed by continuous in-the-shop field counseling and periodic dealer seminar-type meetings on all aspects of shop operation.

Managerial Assistance Available: A shop operator's manual is provided along with record keeping and accounting manual. Training received from regional directors covers all aspects of management, marketing, and sales.

Information Submitted: April 1973

MILEX, INC.
One Plymouth Meeting
Plymouth Meeting, Pennsylvania 19462

Description of Operation: Milex Precision Engine and Brake Tune-Up Centers diagnose and repair the ignition, carburetion and braking problems of passenger vehicles with the use of sophisticated electronic equipment. Distributor need not have a technical background, but should be business oriented.

Number of Franchisees: 110 in 24 States.

In Business Since: 1967

Equity Capital Needed: $45,000

Financial Assistance Available: Up to $18,500 available to qualified applicants.

Training Provided: Four weeks training at the home office training facility plus two weeks training at licensee's center.

Managerial Assistance Available: A consulting and operation department works constantly with each operator on a day-to-day basis to insure proper operation of the MILEX center.

Information Submitted: April 1973

MITON CAR WASH EQUIPMENT, INC.
361 Franklin Street
Buffalo, New York 14202
Lawrence Scaletta, President

Description of Operation: Manufacturer of car wash equipment for sale to distributors. Distributor is franchised to sell complete line of the company's car wash equipment and is assigned an exclusive territory.

Number of Franchisees: 200 in 25 States.

In Business Since: 1968

Equity Capital Needed: $15,000 to $50,000.

Financial Assistance Available: None

Training Provided: Distributor receives continuous training in all types of equipment manufactured by the company.

Managerial Assistance Available: Assistance is given in construction of a car wash plus continuous guidance in proper maintenance and servicing of equipment.

Information Submitted: April 1973

NATIONAL AUTO GLASS COMPANY, INC.
3434 West 6th Street
Los Angeles, California 90020
M. Mark Turner
Manager, Marketing Services

Description of Operation: Retail auto glass installation centers.

Number of Franchisees: 175 in 9 States.

In Business Since: 1956

Equity Capital Needed: $10,000 to $15,000.

Financial Assistance Available: None.

Training Provided: None.

Managerial Assistance Available: On going program. Primarily through fieldmen and management.

Information Submitted: April 1973

NATIONAL AUTO SERVICE CENTERS, INC.
2991 West Bay Drive
Largo, Florida 33540
Leonard D. Levin, Secretary

Description of Operation: Eight-bay automotive service centers. Full service repair, including air conditioning, tune-up, brakes, alignment, tires, electronic analysis, etc. Also, charging system, shock absorbers, and mufflers.

Number of Franchisees: 6 in Florida.

In Business Since: 1972

Equity Capital Needed: $27,500.

Financial Assistance Available: Will arrange financing for $30,000 which represents 50 percent of selling price of the franchise.

Training Provided: Minimum of two week classroom training and practical application of skills with equipment. Minimum of two weeks on-the-job training under supervision. Training includes business methods, bookkeeping, purchasing, salesmanship, marketing, service and repair procedures and equipment operation. A 400 page operations manual is provided.

Managerial Assistance Available: Franchisor handles advertising, holds field seminars, refresher courses, updating in new operation and is constantly available to cover trouble areas in operation.

Information Submitted: June 1973

OTASCO
11333 East Pine
Post Office Box 885
Tulsa, Oklahoma 74102
Robert E. Shireman
Vice President
Dealer Division

Description of Operation: Retailing of home and auto supplies, sporting goods, major appliances, private label and major brands.

Number of Franchisees: 364 in 13 States.

In Business Since: 1917 (established first franchise store 1934)

Equity Capital Needed: $20,000 minimum.

Financial Assistance Available: Financing of fixtures and floor planning of major appliances through OTASCO Credit Corporation. Also financing of retail paper.

Training Provided: Two weeks minimum in company operated store initially.

Managerial Assistance Available: Field representatives in store average one day per month. Merchandise shows and sales seminars twice yearly. Regional sales meeting conducted two to three times per year. Operating Manual, forms, advertising assistance (co-op), bookkeeping system.

Information Submitted: April 1973

PARTS, INC.
SUB. OF PARTS INDUSTRIES CORP.
601 South Dudley Street
Memphis, Tennessee 38104
John J. Tucker
Vice President, Sales

Description of Operation: Franchise is a jobber operation wholesaling automotive parts, supplies, equipment and accessories Retail sales are increasing in importance and may amount to as much as 50% of volume. Franchise has been reviewed and accepted by Small Business Administration and is fully known to the Federal Trade Commission.

Number of Franchisees: 500 in 32 States.

In Business Since: 1911, franchising since 1958

Equity Capital Needed: Varies on basis of inventory investment but generally speaking, about $5,000-$10,000.

Financial Assistance Available: Arranged if franchisee has outside collateral or will operate in a state where Uniform Commercial Code is applicable.

Training Provided: General management, to include bookkeeping and accounting system, operations manual, advertising and merchandising programs, market surveys, product and technical clinics; company retains field representatives as well as specialty sales representatives.

Managerial Assistance Available: Maintain daily contact through field representatives and/or through WATS telephone calls to assist jobber in any phase of his business and to supplement written operating manuals, bookkeeping and accounting system manuals, cost books, catalog services. Financial ratios and expense control are designated to improve the jobber's sales, profits and return on investment.

Information Submitted: May 1973

PAINTMASTER SYSTEMS CORPORATION
421 Cochran Road
Pittsburgh, Pennsylvania 15228
Alfred H. Wagman, President

Description of Operation: A high speed, production line method of repainting automobiles and trucks. Features a color mixing paint unit which makes more than 5,000 colors available in just minutes. Production system can deliver one car each half-hour. A big percentage of business is done with car dealers. Franchise "package" includes all machinery, tools, painting booth, baking and drying oven, automatic paint mixers, accounting system. It also includes the assistance of licensed electrical contractors and other personnel to erect the equipment. It includes an inventory of paints for 200 cars. Services are limited to repainting, derusting, rust proofing and minor body repairs. Paintmaster Auto Paint Centers are known for their low prices. Standard repaints are only $39.95.

Number of Franchisees: 12 in 5 States and Puerto Rico.

In Business Since: 1966

Equity Capital Needed: Varies with type of equipment ordered. The minimum cash required is $18,000.

Financial Assistance Available: Qualified applicants can receive up to $10,000 with 5 years to repay.

Training Provided: Employees and management are trained on site. Preliminary management training--2 weeks in an established Paintmaster Auto Paint Center.

Managerial Assistance Available: Company furnishes managerial assistance, formulas for all colors as they become available.

Information Submitted: April 1973

PENN JERSEY AUTO STORES, INC.
9901 Blue Grass Road
Philadelphia, Pennsylvania 19114
J. L. Rounds, Director of Franchising

Description of Operation: Home and Auto Store.

Number of Franchisees: 85 in five States and District of Columbia.

In Business Since: 1949

Equity Capital Needed: $42,500 complete.

Financial Assistance Available: Financing of fixtures three quarters of $8,000 simple interest bank rates for three years, and carrying of monthly purchases.

Training Provided: Extensive on-job training in owner's store.

Managerial Assistance Available: Experienced company supervisors, average experience in years of service 25 years, no charge.

Information Submitted: April 1973

POLY-OLEUM CORPORATION
13531 Greenfield Road
Detroit, Michigan 48227
Clair Mohr, President

Description of Operation: Poly-Oleum Corporation offers dealerships in the expanding auto-truck rustproofing market. Tooling materials, compounds are provided by poly-oleum for purchase by these dealerships.

Number of Franchisees: 22 in 5 States and Canada.

In Business Since: 1963

Equity Capital Needed: $8500.

Financial Assistance Available: 50% financing to applicants of solid credit rating.

Training Provided: One week training in technical application of products and sales training course at company home office.

Managerial Assistance Available: Company man will spend one week with new franchisee to provide additional training in the field at new location, will make sales calls and train under working conditions.

Information Submitted: April 1973

PORTA SERVICE, INC.
1734 Main Street
Lafayette, Indiana 57904

Description of Operation: Mr. Porta is a registered trademark and is engaged in portable washing and lubrication services using unique truck mounted equipment (patented) and going to the customer's location to perform these services.

Number of Franchisees: 9 in 6 States.

In Business Since: 1968

Equity Capital Needed: $15,000.

Financial Assistance Available: Assistance is given in helping obtain local bank or other financing. In certain cases equipment leasing is available. Co-venture arrangements are available on a limited basis.

Training Provided: An extensive one week training school is conducted in Lafayette, Indiana, followed by additional training and account assistance in the licensee area. Periodic newsletters are published from the home office and regional meetings are held on a bi-monthly schedule. Also, 24 hours telephone consultation.

Managerial Assistance Available: Constant follow-up after the sale in all areas is the policy of our company in any and all areas that a licensee needs assistance. Operations manuals, sales manuals, and equipment manuals are a part of our overall assistance provided. We are vitally interested in the success of each individual licensee.

Information Submitted: May 1973

POWER MIST
Jaymar Corporation
435 Cherry Avenue
Post Office Box 790
Charlottesville, Virginia 22901
Henry W. Jackson, President

Description of Operation: A broad spectrum coin-operated, self-service industry program focusing upon coin-operated car washes and self-service discount gas to provide nucleus for optional "Country Kleen" laundromat, "Country Fresh" dairy store, "Klean and Steem" coin-op dry cleaning and "Photo-Key" hut. Car wash systems include 25 cent self-service, 2 minute automatic spray, exclusive "Carvience" drive-through and standard tunnel wash. All developed by the Power Mist which originated the 25 cent self-service car wash franchise.

Self-service gas system with remote control, is marketed under exclusive arrangements with Pace Oil Company and Refinery. Where discount gas installation is included complete gas equipment financing can be provided including gasoline products. Franchisee may select any portion of program meeting financial or site location dictates. Program includes equipment, prefab buildings, construction, installation, promotional guidance and aids as well as service training.

Number of Franchisees: 374 Nationwide.

In Business Since: 1963

Equity Capital Needed: $1,000 to $60,000.

Financial Assistance Available: For qualified applicants, there is a variety of financing programs available to cover costs of equipment, building, construction costs. Considerable emphasis given to proposed site for installation which franchisor must secure by purchase or rental contract. Operating capital needed for start up costs and promotion ranges from $500 to $10,000.

Training Provided: Company operated training program in Charlottesville, also on-site job training of operating personnel in customer service, routine maintenance, operation and promotion management. Simplified record and accounting program included.

Managerial Assistance Available: Complete turnkey installation provided in most areas including opening supervision, operating manuals and daily servicing and maintenance.

Information Submitted: May 1973

POWER VAC INCORPORATED
Post Office Box 771
500 Graves Boulevard
Salina, Kansas 67401

Description of Operation: Professional power wash business engaged in the cleaning of truck fleets, buildings, boats, heavy equipment, service stations and etc.

Number of Franchisees: 21 in 13 States and Canada.

In Business Since: 1963

Equity Capital Needed: $5,000 to $12,500 plus operating capital.

Financial Assistance Available: Assistance is given in helping obtain local bank or other financing.

Training Provided: A representative from Power Vac Inc. accompanies franchisee home and spends the necessary time to train and guide him on the building of his new business. Repeat follow ups as needed. Newsletters and correspondence by mail and phone.

Managerial Assistance Available: Personal help and guidance provided by company representative at franchisee's place of business plus correspondence.

Information Submitted: April 1973

POWER WASH, INC.
47 Lincoln Highway
South Kearny, New Jersey 07032
Archie B. Joyner, President

Description of Operation: Franchisee washes trucks, trailers, cars, etc., with mobile equipment at customers' locations.

Number of Franchisees: 7 in New York, New Jersey, Pennsylvania, Florida.

In Business Since: 1968

Equity Capital Needed: $2,000.

Financial Assistance Available: Financing of equipment up to $12,000 and account financing.

Training Provided: Two to six weeks on-the-job training.

Managerial Assistance Available. Continuous management and sales assistance.

Information Submitted: May 1973

RAYCO, INC.
3200 West Market Street
Akron, Ohio 44313
Gordon F. Gustafson, President

Description of Operation: Installation and repair service including these categories: tires, exhaust systems, shock absorbers, seat covers, convertible tops, upholstery, brakes, front end, audio equipment, and accessories.

Number of Franchisees: 100 coast to coast.

In Business Since: 1945

Equity Capital Needed: $45,000-$70,000.

Financial Assistance Available: Up to one-half of total capital necessary.

Training Provided: Complete training program in all phases of operation, both technical and administrative. No cost to dealer.

Managerial Assistance Available: Complete program of field supervision, in-store assistance, home office guidance, personnel procurement, managerial and staff.

Information Submitted: May 1973

ROBO-WASH, INC.
4001 East 138th Street
Grandview, Missouri 64030
James E. Widner, President

Description of Operation: A two minute, fully automatic, high pressure carwash unit. A license is granted the franchisee in exchange for a nominal license fee and percentage of amount charged for each car washed. License runs for 10 years and protects licensee within prescribed territorial boundaries.

Number of Franchisees: 1,436 locations in the United States plus units in Canada, Europe and the Far East.

In Business Since: 1964

Equity Capital Needed: Minimum of $13,950 and up-dependent upon building, location and equipment requirements.

Financial Assistance Available: Lease program through subsidiary firm, 5 year term with 20% cash deposit required.

Training Provided: Five days training conducted at home office training school, two to five days on-site technical training at time of initial hook-up.

Managerial Assistance Available: National and regional parts inventory. Tuition free training school. Standard operating manuals and procedures (technical, promotional and business management). Continuous research and development. Periodic regional seminars (technical, management and promotional). Standard bookkeeping system. Frequent technical and management bulletins. Dealer oriented company magazine. 24 hour emergency answering service.

Information Submitted: April 1973

SERVICE CENTER
High Performance Auto Parts
10427 South La Cienega Boulevard
Los Angeles, California 90045
Sheldon Konblett

Description of Operation: A complete "turn-key" retail store specializing in high performance auto parts, etc.

Number of Franchisees: 15 in California.

In Business Since: 1963

Equity Capital Needed: $20,000.

Financial Assistance Available: None

Training Provided: Complete two weeks of training period which will take place at our warehouse, offices and retail stores.

Managerial Assistance Available: We assist our franchise stores in inventory control and offer 'at our cost' W. D. prices on all merchandise. Assistance is offered in merchandising and how to profitably run a small business.

Information Submitted: May 1973

TRUCKOMAT
Div. of Truck-O-Matic, Inc.
P. O. Box 37
Walcott, Iowa 52773
William I. Moon, President

Description of Operation: Fully enclosed automatic truck, tractor-trailer and bus truck wash with fuel stop facilities.

Number of Franchisees: 34 in 20 States and Canada.

In Business Since: 1969

Equity Capital Needed: With an adequate financial statement a prospective franchisee will need approximately $80,000 cash.

Financial Assistance Available: Although Truck-O-Matic, Inc., does not finance your investment, it will assist in helping to obtain local financing in the way of first mortages on the land and building and also assist in obtaining an equipment lease program.

Training Provided: Two weeks of detailed training at our Walcott, Iowa headquarters including daily operations and reports, personnel and payroll requirements and equipment maintenance. Also two weeks post opening training and assistance.

Managerial Assistance Available: Truck-O-Matic, Inc., provides the continual management services for the life of the franchise in such areas as bookkeeping, advertising, taxes and a complete manual of operations, forms and directions. Field supervisors are available to work closely with franchisees and make periodic checks in daily reports to insure better operation information.

Information Submitted: May 1973

TUFF-KOTE DINOL, INC.
P. O. Box 1319-P
Warren, Michigan 48089
Victor Shanley, Vice President of Sales

Description of Operation: We manufacture and sell to our franchised outlets, rustproofing compounds, which they use to rustproof cars and trucks for both individual owners and fleet operators.

Number of Franchisees: 90 in 18 States.

In Business Since: 1967

Equity Capital Needed: $8, 500 to $12, 500.

Financial Assistance Available: None.

Training Provided: One to two weeks training in Detroit and one week minimum back at franchisee's location.

Managerial Assistance Available: Minimum 1 week training at home office, plus 1 week training in franchisee's area. In addition, we have field men who spend time on a regular basis with each franchisee.

Information Submitted: May 1973

VALLEY FORGE PRODUCTS COMPANY
150 Roger Avenue
Inwood, New York 11696
H. E. Fischer, President

Description of Operation: As manufacturers of auto replacement parts, we are establishing mobile distributors to sell to service stations, repair shops, garages and fleets.

Number of Franchisees: 195 in 42 States.

In Business Since: 1969

Equity Capital Needed: $2, 000 to $5, 000.

Financial Assistance Available: No formal program exists. Open account is offered on all re-orders of merchandise.

Training Provided: Initial training is one week with a Valley Forge field representative. Valley Forge representatives return for visits constantly to assist in problems, check progress, continue training, etc.

Managerial Assistance Available: Technical bulletins, hints, tips, marketing assistance and visits of our field representatives are a permanent part of the program. Facilities of Quality Control Department are offered.

Information Submitted: May 1973

WASHMOBILE CORPORATION OF NEW JERSEY
1010 Hudson Street
Union, New Jersey 07083
W. C. Koppel, President

Description of Operation: Manufacturers of car wash equipment. Washmobile "Countdown" has a functional stainless steel housing, completely automatic, and consists of motors, gear boxes, air cylinders, industrial brushes, electric controls to run machine automatically, all copper piping, with automatic detergent system and detergent and wax tanks and gauges. Optional: Window brushes, 20 H. P. high velocity dryer, wheel washer, spray wax system, truck and guide, hose and trolley assembly, power pump, hot water heater, coin meter, vacuum cleaner, signs, towel dispenser and waste receptacles.

Number of Franchisees: 114 in 9 States, Europe, Japan, Asia, Australia, South America.

In Business Since: 1948

Equity Capital Needed: $19, 750

Financial Assistance Available: Depending upon personal statements of applicants.

Training Provided: Company training in all phases of operation including merchandising and marketing programs and direction.

Managerial Assistance Available: As above plus Washmobile marketing Sales Manager and factory engineers available for sales and technical experience as requested. This is available for as long as owner or franchisee has Washmobile equipment and is without default.

Information Submitted: April 1973

WESTERN AUTO SUPPLY COMPANY
2107 Grand Avenue
Kansas City, Missouri 64108

Description of Operation: Retailing of hard lines--principal lines are automotive, sporting goods, tools and wheel goods, appliances, televisions, radios and other electronics, housewares and paint.

Number of Franchisees: 4,148 in all States except North Dakota.

In Business Since: 1935

Equity Capital Needed: $12,000 to $35,000.

Financial Assistance Available: Financing available on store fixtures. Floor planning of major items and deferred terms on some seasonal merchandise offered. Financing of retail customer installment sales also offered. Other financial assistance extended depending on personal financial statements on prospects.

Training Provided: Initial two week training course-re-training classes are offered. Company personnel offer continuous training and counselling on operations of business.

Managerial Assistance Available: Dealer contacted periodically for counseling purposes by company personnel, such as Territory Sales Manager and Territory Credit Manager.

Information Submitted: April 1973

WHITE STORES, INC.
3910 Call Field Road
Wichita Falls, Texas 76308
Weldon Herring, New Store Sales Manager

Description of Operation: Franchisee retails hard lines, major lines, including tires, batteries, automotive parts and accessories, TV, stereo and other electronics, housewares, sporting goods, tools and summer goods. Furniture available.

Number of Franchisees: 500 in 16 States.

In Business Since: 1934

Equity Capital Needed: $20,000 to 35,000

Financial Assistance Available: Floor planning of major appliances, datings on seasonal merchandise and financing of fixtures is available to franchisee. Amounts will vary depending on the size of operation and the franchisee's financial statement.

Training Provided: One week in store trained by field representative with a continuous call-back program for the purpose of training and advising dealer. Periodic sales clinics.

Managerial Assistance Available: Continuous in-store training by field representative.

Information Submitted: April 1973

ZIEBART PROCESS CORPORATION
34832 Mound Road
Sterling Heights, Michigan 48077
A. W. Stoddard, Vice President New Dealer
Development

Description of Operation: Rustproofing auto and truck bodies via special tooling and sealant. A building with 2,400 square feet and 14 foot ceiling and door heights is desirable. Some 2 or 3-bay abandoned gas stations are used primarily for pleasure car rustproofing.

Number of Franchisees: 300 in 27 States--Canada, Japan, South America, South Africa, Europe.

In Business Since: 1963

Equity Capital Needed: $15,000.

Financial Assistance Available: The initial license fee is so small that we do not feel it necessary to invest any financial assistance.

Training Provided: ZIEBART provides 10 days of intensive technical and marketing training at the home offices in Detroit and Warren, Michigan. This is followed immediately with technical assistance in setting up the dealership and marketing assistance in preparing proper ads and announcements. Each month the dealer is called upon by a district service manager to assist in every way possible.

Managerial Assistance Available: Technical and marketing via Technical Department and Marketing Department. A District Service Manager calls approximately once each month to check performance and sales calls withdealers , as well as reviewing procedure and advising re-marketing. Annual seminars and special training and technical help are available to dealers at all times.

Information Submitted: April 1973

ADAM LEASING
337 South Broad Street
Philadelphia, Pennsylvania 19107
Jack Perlman, Executive Vice President

Description of Operation: Adam Leasing offers a turnkey automobile leasing franchise. Franchisees can lease to the public any type of car working with local inventories and using Adams non-recourse credit line.

Number of Franchisees: 20 in 10 States.

In Business Since: 1966

Equity Capital Needed: $10,000 minimum.

Financial Assistance Available: Adam Leasing provides a unique "pay out of profits" program to finance up to 60 percent of purchase price plus up to $1,000 in the form of a non-recourse credit line.

Training Provided: Intensive full week mandatory course is conducted for franchisees and their executives. Newly hired executives and franchisees may attend as many sessions as they please without charge. Adam Leasing, Director of Operations will spend one week in franchisee's market.

Managerial Assistance Available: Adam Leasing provides extensive marketing support through daily communication, advertising, planning and participation, purchasing of vehicles, complete billing and collection service, retrieval and disposal operations, all without recourse or liability on franchisee's part.

Information Submitted: April 1973

AIRWAYS RENT-A-CAR SYSTEM, INC.
8405 Pershing Drive
Playa del Rey, California 90291
Paul Carls, Assistant to the President

Description of Operation: International company engaged in rental of cars, trucks and recreational vehicles in 52 countries around the world.

Number of Franchisees: 200 in all States, over 900 worldwide.

In Business Since: 1960

Equity Capital Needed: $35,000 and good credit rating.

Financial Assistance Available: Assistance in obtaining financing for cars. Insurance at competitive rates. Mass purchasing of other goods and services. Also full service, including site location, building design, uniforms, etc. Time clocks included in franchise purchase price.

Training Provided: One week intensive classroom training, one week on-the-job, and frequent seminars.

Managerial Assistance Available: Constant followup by mail, phone and personal visits after training period is over. Complete manuals provided.

Information Submitted: April 1973

BUDGET RENT A CAR CORPORATION OF AMERICA
35 East Wacker Drive
Chicago, Illinois 60601
Attention: Franchise Department

Description of Operation: Daily rental of new automobiles to the pbulic.

Number of Franchisees: 675 in all states.

In Business Since: 1960

Equity Capital Needed: $30,000 with $100,000 balance sheet.

Financial Assistance Available: None.

Training Provided: 2 weeks on-the-job training.

Managerial Assistance Available: During the term of the franchise, Budget has full management team available to include legal, financial, franchise, operations, promotion, advertising and insurance staffs.

Information Submitted: April 1973

DOLLAR-A-DAY RENT-A-CAR SYSTEMS, INC.
5307 West Century Boulevard
Los Angeles, California 90045
John D. Martini

Description of Operation: Automobile and truck rental.

Number of Franchisees: 140 in all States.

In Business Since: 1968

Equity Capital Needed: Approximately $50, 000.

Financial Assistance Available: Occasionaly assist in financing.

Training Provided: Standardized accounting system set up. Operational training by franchisor's representative at site.

Managerial Assistance Available: Assistance in site selection. Standardized free-standing building. Consultant on site during construction. Guidance in selection and balance of fleet. Continuing guidance in accounting and operations. Nation-wide advertising campaign nation-wide reservations service.

Information Submitted: May 1973

ECONO-CAR INTERNATIONAL, INC.
Diplomatic Center, South Tower
100 Seabreeze Boulevard
Daytona Beach, Florida 32020
Executive Vice President

Description of Operation: Worldwide vehicle rental system utilizing cash or major credit cards for rental of current model, standard & compact, fully equipped vehicles at economy rates. Franchises available for local areas, cities & counties with several unique vehicle purchasing plans available. Applicable franchise fee varies with size of area desired by Licensee.

Number of Franchisees: 445 in 37 states, District of Columbia, Canada, Puerto Rico, and Virgin Islands.

In Business Since: 1961

Equity Capital Needed: Depends on size of franchised area.

Financial Assistance Available: Financing of automobiles and some financial assistance on franchise fee.

Training Provided: Actual "on-the-scene training at established Econo-Car operation. Complete procedures manual provided for future reference, and manual kept current with mailings from home office.

Managerial Assistance Available: Assistance by regional representatives, opening advertising allowance, opening kit of all necessary materials and initial operating supplies. National advertising, free reservation system, home office personnel available at all times.

Information Submitted: April 1973

HERTZ CORPORATION
660 Madison Avenue
New York, New York 10021
Donald J. Christie
Assistant General Manager

Description of Operation: Hertz System, Inc., offers franchises for the conduct of car and truck rental and leasing businesses in the United States under the "Hertz" name.

Number of Franchisees: 691 in all States except Florida.

In Business Since: 1928

Equity Capital Needed: Varies according to franchise-operating capital as required by location.

Financial Assistance Available: None

Training Provided: Zone System Manager trains new franchisee before operation opens with Hertz Starter Kit (Kit includes all forms needed to run a location). Visits by System Manager on a periodic basis. Manager rental representative training classes. Manuals and guides for running a location issued. Corporate training class available to franchisees. Annual business meeting.

Managerial Assistance Available: Accounting and operational guides are provided to run the location. Visits by Corporate Zone Manager to act as a liaison between the corporate and licensee locations. All forms and training classes provided as needed. Yearly training and business meetings. Contact provided directly to corporate management for all areas of rental business (e.g., insurance, advertising, accounting, etc.).

Information Submitted: May 1973

LASCAR LEASING SYSTEMS, INC.
414 Cooper Parkway Building
Pennsauken, New Jersey 08109
Gerald Borten, Director of Marketing

Description of Operation: The Company establishes a franchisee as an authorized Lascar Leasing Broker. The Lascar Dealer then shares in the profits of his leasing of automobiles and trucks.

Number of Franchisees: 120 in States East of the Mississippi River.

In Business Since: 1970

Equity Capital Needed: $4,500.

Financial Assistance Available: None

Training Provided: Two days of in depth training as well as refresher seminars when requested. Monthly newsletter keeps the franchisee aware of later development in automotive leasing field.

Managerial Assistance Available: Managerial and technical assistance is provided on a continuous basis. Confidential Dealer's Manual, advertising, stationery, business cards, advertising flyers, mailouts, announcements and letters. Forms provided are lease agreements and credit applications plus an embossed attache case.

Information Submitted: May 1973

NATIONAL CAR RENTAL SYSTEM, INC.
E Z Haul Division
5501 Green Valley Drive
Minneapolis, Minnesota 55437
Don Long, Director of Field Operations

Description of Operation: Local and one-way truck and trailer rental business.

Number of Franchisees: 3,200 in 48 States.

In Business Since: 1962

Equity Capital Needed: $150 minimum.

Financial Assistance Available: None.

Training Provided: Handled by field personnel at the outlet on a continuing basis.

Managerial Assistance Available: Continual management service for the life of the franchise in such areas as bookkeeping, advertising, inventory control, etc. Complete manuals of operations, bulletins, forms, and directions are provided. District and field managers are available in all regions to work closely with franchisees and visit outlets regularly to assist in solving problems. Sponsors meetings of franchisees and conducts marketing and product research to maintain consumer acceptance.

Information Submitted: May 1973

THRIFTY RENT-A-CAR SYSTEM
Post Office Box 51069
2400 North Sheridan Road
Tulsa, Oklahoma 74151
Cecil R. Davis, Franchise Director

Description of Operation: Daily car rental business. Thrifty rents new, top of the line, intermediate, and compact automobiles to the general public at Thrifty rates.

Number of Franchisees: 218 in all 50 states, Puerto Rico and Canada.

In Business Since: 1958

Equity Capital Needed: $25,000--$50,000.

Financial Assistance Available: Franchisor assists licensee in setting up lines of credit.

Training Provided: On-the-job training one week in company-owned operation, one week in licensee operation.

Managerial Assistance Available: Franchisor furnishes continuing management and technical assistance to franchisee. Training is under supervision of experienced, knowledgable training supervisor who is a full time employee of Thrifty Rent-A-Car System.

Information Submitted: April 1973

BEAUTY SALONS/SUPPLIES

EDIE ADAMS CUT & CURL
175 Great Neck Road
Great Neck, New York 11021
Don Von Lieberman, Vice President

Description of Operation: Operating of beauty salons with 12 to 20 stations under the Edie Adams name.

Number of Franchisees: 220 in 33 states.

In Business Since: 1955

Equity Capital Needed: $15,000

Financial Assistance Available: Up to $15,000 financing to qualified applicants.

Training Provided: In salon training about 10 days. Pre-opening training in franchisee's salon and complete supply of manuals.

Managerial Assistance Available: Home office, technical, seminars, new techniques, and management techniques.

Information Submitted: May 1973

THE BARBERS, HAIRSTYLING FOR MEN, INC.
130 South 10th Street
Minneapolis, Minnesota 55403

Description of Operation: A completely systemized men's hairstyling shop with inventory controls, accounting systems, advertising, public relations, and business management programs.

Number of Franchisees: 12 in 6 States.

In Business Since: 1963

Equity Capital Needed: $15,000 to $25,000.

Financial Assistance Available: None

Training Provided: Management and technical, one week, then quarterly seminars and weekly newsletters to management.

Managerial Assistance Available: Business management, including advertising, public relations, accounting and record keeping, training in hairstyling and all related services.

Information Submitted: May 1973

HARPER METHOD INCORPORATED
1650 Broadway
New York, New York 10019
Vincent A. Troiano, Executive Vice President

Description of Operation: Beauticians are trained in the special Harper Method techniques according to Harper Method's copyrighted textbook and by thus qualifying are permitted to open their Harper Method Beauty Salons which are supplied largely by products and supplies from the parent franchisor, Harper Method Inc. Frequent refresher courses are offered and training courses for management and operators are continuously available.

Number of Franchisees: 142 in 33 states.

In Business Since: 1892

Equity Capital Needed: $1200 to $35,000.

Financial Assistance Available: Franchisor has no special financing plan other than the usual credit terms based on the franchisee's credit standing. Arrangements are available for franchisee to lease the initial equipment & where qualified, initial inventory may be acquired by a series of notes extending over 12 months in equal monthly payments.

Training Provided: Depending on location of franchisee, the initial training may be given in one of our schools or may be given by a teacher who comes to the franchisee's location. Initial training requires about a week of intensive work with occasional refresher courses.

Managerial Assistance Available: In addition to area seminars and refresher courses, Harper Method personnel from time to time is available for training within an individual franchised salon.

Information Submitted: April 1973

MAGIC MIRROR BEAUTY SALONS, INC.
230 South Robertson Boulevard
Beverly Hills, California 90211
William G. Sinn, President

Description of Operation: Beauty Salon-cosmetics sold at retail (private brand).

Number of Franchisees: 27 in California, and New Jersey.

In Business Since: 1949

Equity Capital Needed: $10,000-$15,000.

Financial Assistance Available: Helps find financing.

Training Provided: 2 weeks at headquarters. One week at franchisee's shop covers management, and operation.

Managerial Assistance Available: Continuous training. Counselor visits every three months. Covers accounting, operating, advertising brand name merchandise. May buy from other suppliers.

Information Submitted: April 1973

WINSLOW MANUFACTURING
Division of Watsco, Inc.
1800 West 4th Avenue
Hialeah, Florida 33010
W. H. Barnes, General Manager

Description of Operation: Distributors either sell or lease the patented Winslow Hair Spray System to beauty salons located in their assigned areas. The System consists of a hideaway central power unit connected to convenient spray units for each beauty operator which dispenses hair sprays, setting lotions and shampoos. Distributors earn monies on the sale or lease of the system and most of all on the repeat business of the liquid products. The beauty operators save about 40% compared to the cost of aerosol cans. Furthermore, the System eliminates cluttered work areas, it is a professional tool and it uses fresh air as a propellent rather than chemicals.

Number of Franchisees: 100 throughout the United States.

In Business Since: 1959

Equity Capital Needed: $6,000 for inventory. No fees or royalties.

Financial Assistance Available: Company is prepared to establish a thirty-day open account for the distributor, amount to be determined by financial standing of distributor. Company is also prepared to grant longer term financing for equipment through conditional sales contracts. This requires a 10% down payment with payouts ranging up to twenty-four (24) months. Company has granted credit to individual distributors in amounts ranging up to $25,000.

Training Provided: Company gives a five-day intensive training course at company's expense at headquarters in Hialeah, Florida. Follow-up training will be given from time to time by company personnel in the home territory of the distributor. Furthermore, distributors are requested to study detailed manuals published by company for each of the products and each of the systems.

Managerial Assistance Available: Mailings are made by the company for each distributor to all beauty salons in distributor's area. This is done at the company's expense. The company stays in touch with its distributors by phone at least once a month. Also, news letters are published once a month where sales ideas are expounded and technical problems are discussed. Company also advertises extensively on a national basis through full page ads in the major trade magazines such as American Hairdresser, Modern Beauty Shop, and others. Company also participates in co-op local advertising. Company furthermore assists by supplying booth decorations and advertising material for local cosmetology shows or conventions. Company sponsors a yearly national convention for its distributors, usually at the International Beauty Show in New York City. Company supplies literature, etc.

Information Submitted: April 1973

BUSINESS AIDS/SERVICES

ALL RITE TAX SERVICE, INC.
48 West 21st Street
New York, New York 10010
Sidney Cooperman

Description of Operation: Preparation of income tax returns.

Number of Franchisees: 5 in New York.

In Business Since: 1967

Equity Capital Needed: $1,000.

Financial Assistance Available: All required in excess of the initial investment.

Training Provided: Seminar instruction in income taxes, 5 weeks. On job training/assistance.

Managerial Assistance Available: Permanent.

Information Submitted: April 1973

AMERICAN DYNAMICS CORPORATION
Box 11, Cathedral Station
New York, New York 10025
Ernest F. Boruski, Jr.
General Manager

Description of Operation: Franchised financial counsellors educate their clients on how to use mutual funds, stocks, bonds, savings and loans, insurance, and tax shelters to achieve financial independence. The most unique and useful tax shelter is the Personal Pension Plan (PPP). PPP is a double trust system which alone or used with some 16 other Tax-Savers eliminates all taxes. Factoring of accounts receivable with new twist added in 1973.

Number of Franchisees: 101 in 25 states.

In Business Since: 1959

Equity Capital Needed: $45.

Financial Assistance Available: Commission bookkeeping is free. Franchisor has eliminated all of the usual costs for going into the securities business except for the optional training manual and the $25 franchise.

Training Provided: 50-page training manual is optional for $20. Further help by mail is free.

Managerial Assistance Available: Franchisor has solved and/or printed up in the training manual all problems and questions normally occuring as well as many advanced or sophisticated items. Future items are either handled by correspondance, or via new Tax-Savers or the periodic newsletter.

Information Submitted: April 1973

AMERICAN HOME ASSOCIATES, INC.
14225 Ventura Boulevard
Suite 201
Sherman Oaks, California 91403
H. Floyd Hamilton, Jr., President

Description of Operation: Franchising of real estate office as American Home, Relators; also providing of mortgage, escrow and insurance services.

Number of Franchisees: 30 in California.

In Business Since: 1972

Equity Capital Needed: Existing office $2,500. New office, $12,500 minimum.

Financial Assistance Available: Varies, depending on situation.

Training Provided: American Home provides Real Estate License Training School, Sales Training School and Management Training School, in addition to monthly seminars.

Managerial Assistance Available: American Home provides its franchisees with operational manuals and tools, advertising materials and media, sources at discount rates and consultation regarding operation of franchisee's business.

Information Submitted: May 1973

AMRICO BUSINESS SERVICES
235 Montgomery Street
Suite 1515
San Francisco, California 94104

Description of Operation: Amrico mobile and stationary units provide complete computerized accounting systems and management guidance to small and medium sized businesses to $15,000,000 annual volume. Services rendered include computerized preparation of general ledgers, monthly profit and loss statements, job cost and payroll records, accounts receivable and payable, inventory control procedures, taxes (personal and business), cost controls with variances. A franchisee will also perform systems analyses and internal auditing services.

Number of Franchisees: 19 in 6 States.

In Business Since: 1968

Equity Capital Needed: $5,000-$15,000.

Financial Assistance Available: The Franchise fee is payable in cash. We assist in the leasing or purchasing of the optional equipment available at additional cost averaging $6,500.

Training Provided: We have an intensive 30 day-160 hour paid training program. Technical and Management instruction and on-the-job training is under the supervision of Certified Public Accountants and Business Consultants. Business development training is under the direction of marketing personnel with 15 years of successful sales experience.

Managerial Assistance Available: The home office staff of C.P.A.'s and other specialists stand ready to provide individualized help to associates. Part of this continuing support from the home office includes review of input and output data and job performance evaluation. National and regional business conferences and technical clinics are held annually covering general operations.

Information Submitted: April 1973

AUDIT CONTROLS, INC.
38-28 Brookside Avenue
Fair Lawn, New Jersey 07410
Arieh Douer, President

Description of Operation: Product is a series of collection letters to be used by others in collecting their overdue accounts-as registered by the U.S. Patent Office #880,919. Franchisee is supplied with 1,000 mailers (a direct advertising brochure) and a list of 1,000 prospective clients for $150. Franchisee pays for postage.

Number of Franchisees: 150 in 39 States.

In Business Since: 1960

Equity Capital Needed: $150 plus postage.

Financial Assistance Available: No financial assistance provided. Total investment $150 plus postage.

Training Provided: No training required. Detailed instructions mailed to each franchisee.

Managerial Assistance Available: Advisory assistance for the duration of the franchise of one year and renewals.

Information Submitted: April 1973

BINEX-AUTOMATED BUSINESS SYSTEMS, INC.
3102 O Street
Sacramento, California 95816
Walter G. Heidig, President

Description of Operation: Financial services and computer services for small business. Standard and customized management reporting available through a unique system of programming.

Number of Franchisees: 32 in 6 States.

In Business Since: 1966

Equity Capital Needed: $5,000 plus expenses.

Financial Assistance Available: Financing up to 30% with good credit references.

Training Provided: Home study course, 2 week home office and 1 week on-the-job

Managerial Assistance Available: Training includes at least one week on-the-job plus continuous field support.

Information Submitted: May 1973

H & R BLOCK, INC.
4410 Main Street
Kansas City, Missouri 64111
William T. Ross, Vice President, Administrative Operations

Description of Operation: The exclusive function of H & R Block, Inc., is to prepare individual income tax returns. The franchisee is operated in a city by an individual or partnership. The only warranty made by the franchisee is to respect and uphold a specific code of ethics and to abide by the policy and procedures of the company.

Number of Franchisees: Over 6,486 offices throughout the United States and Canada. About 3,193 offices are franchised with the balance operated by the parent company.

In Business Since: 1946

Equity Capital Needed: $1,000.

Financial Assistance Available: None.

Training Provided: Each year a training program is held in November for all new managers. Prior to tax season each year, a training program for all employees is conducted in major centers. Each summer a meeting is held for all managers for 3 days to discuss all phases of the operation and new developments and ideas.

Managerial Assistance Available: We work very closely with our franchisees and provide any and all assistance required or needed.

Information Submitted: May 1973

BUSINESS EXCHANGE, INC.
8271 Melrose Avenue
Los Angeles, California 90046
Marvin J. McConnell, President

Description of Operation: Company offers a barter service plan for business owners that allows the business owner to trade his products (at retail) for the things that he needs from the other participating dealers rather than paying cash. Company provides a computerized accounting system that allows one member to make purchases and pay for his purchases with offsetting sales to other members. Member does not have to balance his trades with one member.

Number of Franchisees: 7 in 6 States.

In Business Since: 1961

Equity Capital Needed: $15,000 to $35,000.

Financial Assistance Available: All of the accounting and administrative expenses are borne by company. Company further finances all sales commission advances made to sales representatives in licensee's area to permit continued expansion by licensee.

Training Provided: Complete training program provided at home office with actual field work as well as theory. If requested by licensee, training and actual development of the program in licensee's area is also provided by company.

Managerial Assistance Available: Company provides continuous management assistance and co-works with licensee on a continuous basis. Company provides National Directory 3 times yearly, and monthly newspaper for all members.

Information Submitted: April 1973

BUSINESS GUIDANCE, INC.
205 Worth Avenue
Palm Beach, Florida 33480
C.M. Ricker, Executive Vice President

Description of Operation: Business Guidance offers business management and service to small businesses and professional people. They include financial controls, tax preparation and corporate advisory service complete with procedure and documentation of activities, stock control and corporate benefits.

Number of Franchisees: 76 in 19 states.

In Business Since: 1962

Equity Capital Needed: $7,500

Financial Assistance Available: None

Training Provided: The company will pay expenses including transportation for the Business Guidance Consultant's attendance at a one-week session of the company's training seminar. Topics covered will vary according to the consulting activity the Business Guidance Consultant chooses. A central theme will cover the basics of business practice, securing a clientele and the use of counseling resources to aid his clients. Each phase of the training will be taught by a professional who has extensive experience in his field. After the Business Guidance Consultant has actively promoted the Business Guidance services in his area for a period of 45 days from the date of the initial seminar: transportation, meals and lodging for his attendance at a three-day, follow-up company seminar for further consultation and assistance in his business development will be provided by the company.

Managerial Assistance Available: The company will furnish to the consultant without charge the service and advisory, corporate and individual systems, materials and supplies as initial inventory. During operation of the franchise Business Guidance, Inc. will furnish the consultant with tax preparation and advisory backup services for clients registered by whom with the company.

Information Submitted: April 1973

CJS REAL ESTATE
18075 Ventura Boulevard
Encino, California 91316
C.J. Seibert, Jr.

Description of Operation: General real estate office operation.

Number of Franchisees: 43 in California.

In Business Since: 1967

Equity Capital Needed: No standard requirement: CJS only solicits existing real estate offices.

Financial Assistance Available: None.

Training Provided: Thorough management and sales training conducted monthly and more often when required.

Managerial Assistance Available: Continuous.

Information Submitted: June 1973

COMPUTER KNOWLEDGE CORPORATION
4502 Centerview Drive
San Antonio, Texas 78228

Description of Operation: Each franchised Computer Knowledge Systems Center offers the hospitals in its area a total responsibility patient accounting system (called "Datatronics Costcare") utilizing the principal of network computing via the franchising company's software, maintenance and optionally, its equipment (CDC 6600).

Number of Franchisees: 10 in 10 States.

In Business Since: 1969

Equity Capital Needed: $35,000, minimum.

Financial Assistance Available: The franchisor will accept franchisee 12-month notes at 7% on portion (up to 40%) of $25,000 one time franchisee fee. Franchisor supports franchisee in presentations to investors.

Training Provided: Two weeks intensive training, one week at headquarters and one week on site--utilizing 600 page Operating Manual.

Managerial Assistance Available: Regionally-based field counselors in continuing contact with franchisees.

Information Submitted: May 1973

CONTINENTAL TAX SERVICE
14507 West Warren
Dearborn, Michigan 48126
Carl Gilbert, Vice President

Description of Operation: Preparation of State and Federal income tax returns for individuals.

Number of Franchisees: 15 in 6 States.

In Business Since: 1966

Equity Capital Needed: Dependent upon number of offices to be opened.

Financial Assistance Available: Assistance is available.

Training Provided: Five day training period in home office in all phases of income tax preparation and in the systems and procedures developed by Continental Tax Service.

Managerial Assistance Available: The company (franchisor) will: perform a market analysis that assists franchisee in selecting sites most suitable for business; provide personal guidance for personnel recruitment, selection & training of employees; office layout and design counselling; franchisor designs advertising and promotional materials, determining media & ad schedules; will maintain continuous liaison with franchisees through mail, telephone.

Information Submitted: May 1973

CREATIVE PROSPECTS, INC.
154 Fitzhugh Street South
Rochester, New York 14608
Robert Thompson, Marketing Manager

Description of Operation: Advertising system to bring together students, both high school and college, with retailers who prefer to honor discount coupons as a form of advertising rather than use other media less productive.

Number of Franchisees: 4 in New York, Michigan, Ohio and Texas.

In Business Since: 1970

Equity Capital Needed: $7,500

Financial Assistance Available: Financing to promising prospects is possible.

Training Provided: Three day classroom session plus two days in the field. Regular seminars and training meetings after franchisee is established.

Managerial Assistance Available: Assistance in bookkeeping, advertising, inventory control and tax advice. District and field managers render assistance. Continuous research in marketing, products and services.

Information Submitted: May 1973

CREDIT SERVICE COMPANY
101 Miles Building
2025 Canal Street
New Orleans, Louisiana 70112
E. G. Edwards, President

Description of Operation: Credit Service Company offers a unique medical-dental-hospital collection service. The methods used insure the collection of more than twice the number of accounts that can be currently achieved through other such services, 73% as against the national average of 34%. The franchise can be operated full or part time, and can be started in the home.

Number of Franchisees: 55 in 25 States and Canada.

In Business Since: 1949. Franchising since 1962.

Equity Capital Needed: $1,800.

Financial Assistance Available: The $1,800 required covers everything except the initial supply of stationery, and this can obtained by the franchisee in his own locality at an additional cost of about $200. The franchisee pays 3% royalty, based on gross profit before taxes, during the first three years of operation, and this is reduced to 1-1/2% thereafter.

Training Provided: A comprehensive two week training course in New Orleans with round trip rail or air transportation (continental U.S.) meals and first class accommodations included in the cost. A procedures manual is supplied, with copies of all forms, letters and operational details. Further assistance is provided on a continuing basis at no added cost. There is no inventory to purchase and a typewriter is the only equipment needed.

Managerial Assistance Available: Credit Service Company requires monthly reports in order to determine areas in which the franchisee may require assistance. Newsletters are issued bi-monthly in order to keep franchisees informed on matters of mutual interest.

Information Submitted: April 1973

G.S.C. ASSOCIATES, INC.
50 Jericho Turnpike
Jericho, New York 11753
Harvey Vengroff, President

Description of Operation: Collection of delinquent accounts, credit investigation, financial planning, computerized accounting services and management controls. We are also involved in the factoring of certain types of accounts.

Number of Franchisees: 5 in 5 states.

In Business Since: 1968

Equity Capital Needed: $15,000.

Financial Assistance Available: Franchisor sets up an operation, staffs and equips it and runs it for approximately a year. When the operation has good cash flow and is operating in the black we look for a franchisee to take it over.

Training Provided: Two weeks of class room orientation followed by four weeks of on-the-job training.

Managerial Assistance Available: Computer services, providing reports analyzing the business. Sale of major accounts and for forwarding of accounts to the closest offfice.

Information Submitted: May 1973

GENERAL BUSINESS SERVICES, INC.
7401 Wisconsin Avenue NW,
Washington, D.C. 20014
C. E. Gaw, Executive Vice President

Description of Operation: Business counselling, financial management, and tax services for the small independent business.

Number of Franchisees: Over 700 in all states except North and South Dakota.

In Business Since: 1962

Equity Capital Needed: $10,500 for Area Directors; $5250 for Associate Directors.

Financial Assistance Available: None.

Training Provided: All selected franchisees are appointed Area or Associate Directors and receive without additional expense: (1) a 3-volume Operations Manual containing all operating instructions, company policies, and procedures; (2) Basic Training Institute and Advanced Training Institute (optional for Associates) in Washington, D.C.; (3) individual field training, periodic training development; (4) training and individual guidance continue indefinitely through permanently assigned Regional Directors.

Managerial Assistance Available: A complete and detailed program for opening a new area is provided; an experienced Field Director is available for each state to provide local assistance on a continuing basis; the Operations Group staff in the National Office provides assistance as required; technical support is provided by the National Office.

Information Submitted: April 1973

GETTING TO KNOW YOU INTERNATIONAL, LTD.
179 Community Drive
Great Neck, New York 11021
Richard F. Wynn, Marketing Director

Description of Operation: GETTING TO KNOW YOU is a newcomer welcome service for retail merchants and homeowner services. The franchisee sends a personal phone book and collateral materials to new families and invites them to patronize the recommended merchants. The franchisee contracts with sponsoring merchants to distribute the books. The home office prepares all standardized materials to franchisee's local specifications. No direct calls are made on new families. No hostesses are required.

Number of Franchisees: 17 in 11 states.

In Business Since: 1962

Equity Capital Needed: $10,000 minimum.

Financial Assistance Available: The franchise fee of $7,900 covers presentation materials, home office, and field training, basic area marketing survey and procedures. In addition, at least $2000 operating capital plus a car is required for the first several months of operation, or until cash receipts are sufficiently established to defray expenses. The franchisor will assist the franchisee in making inventory purchases after six months.

Training Provided: Initially, one week of orientation procedures and sales techniques at the home office, followed by one week of sales and marketing procedures in the franchisee's territory. Later, the franchisee receives additional training in renewal procedures prior to renewal sales.

Managerial Assistance Available: Franchisee receives total and constant assistance from franchisor in many forms, including marketing, production and distribution. Complete operations manuals are provided, plus regular supplements. Home office maintains a market research program, advertising program, and maintains regular and frequent contact with all franchisees.

Information Submitted: April 1973

J. D. GRAMM, INC.
461 Hialeah Drive
Hialeah, Florida 33010
Virginia Goldberg, Executive Vice President

Description of Operation: J. D. Gramm, Inc., operates a business dealing solely with the preparation of income tax returns and related services. All stores are open from early January through April 15. At the end of that period operations cease and all offices are closed, except one in each major area that remains open all year to serve customer in case of late filing or audits.

Number of Franchisees: 23 in Florida, Georgia and Louisiana.

In Business Since: 1968

Equity Capital Needed: None.

Financial Assistance Available: There is no cost for the granting of a J. D. Gramm franchise; payments to the parent company are based solely on the volume produced. Two types of franchises are granted: a major area franchise, issued for an area outside the areas presently operated by the parent company; and a "satellite" franchise, issued within the area presently covered by the advertising of the parent company.

Training Provided: Intensive, eighty-two hour training course in the preparation of income tax returns and a twenty-four hour course in office selection, advertising and procedures. The income tax training course is held at the nearest company-owned operation; the procedure course is conducted at the home office in Hialeah, Florida.

Managerial Assistance Available: J. D. Gramm, Inc., provides continual assistance for the life of the contract in such areas as tax law research, bookkeeping, advertising development and production, training programs, and supply. Complete manual of operations, forms, and training instructions are provided. An annual meeting of franchisees and area managers is held to update procedure and maintain uniformity.

Information Submitted: April 1973

INCOTAX SYSTEMS, INC.
714 Guaranty Building
West Palm Beach, Florida 33401
F. Patrick Mac Duffee, Director of Franchise Operations

Description of Operation: Incotax Systems is a volume tax service and bookkeeping systems. It has developed an outstanding method of providing high quality, accurate tax returns to the public at a minimum cost and also a truly modern method of bookkeeping and management services for small and medium businesses.

Number of Franchisees: 14 in 6 States.

In Business Since: 1967

Equity Capital Needed: $2,000

Financial Assistance Available: A total of $4,000 is necessary to set up and purchase the franchise. Financing is available provided the prospective franchisee has good credit or may secure the loan.

Training Provided: Complete management and tax preparation training for both owners and managers is conducted by the Home Office. All previous owners and managers must receive refresher training once a year. Both training sessions are for 1 week conducted by Home Office personnel at regional sites.

Managerial Assistance Available: Continuous Home Office inspection and management training is conducted. Home Office consultation and management suggestions are made to all franchisees. Complete procedural manuals and forms are furnished franchisees as well as monthly news bulletins.

Information Submitted: April 1973

INDEPENDENT POSTAL SYSTEM OF AMERICA, INC.
406 Reo Street
Suite 138
Tampa, Florida 33609
S. H. Barrett, Jr.

Description of Operation: Private postal delivery and related services, primarily delivering second, third, and fourth class mail as provided for under the Private Express Statues.

Number of Franchisees: 30 in 11 States.

In Business Since: 1968

Equity Capital Needed: $50,000 minimum.

Financial Assistance Available: None

Training Provided: Complete training at a current operating facility as well as adequate on-the-job training by trained professionals.

Managerial Assistance Available: Constant assistance for the life of the franchise. Guidance and assistance with technical and operational manuals, sales, policy, and procedure manuals as well as constant assistance in the field by trained professionals. Seminars, national and regional meetings are held periodically.

Information Submitted: May 1973

INVENTION COMPANY OF AMERICA, INC.
13601 Preston Road
Carillon Tower West
Suite 201
Dallas, Texas 75240
Frank Jennings, Jr., President

Description of Operation: Invention Company of America, Inc., offers a license to engage in the business of assisting inventors present their new product ideas in a marketable form, utilizing the Invenco method and the trade name and trademark "Invenco."

Number of Franchisees: 3 in Texas and Louisiana.

In Business Since: 1971

Equity Capital Needed: Minimum $10,000 - maximum $20,000 plus a minimum of two months operation cost in relationship to the size of the market area to be licensed.

Financial Assistance Available: Terms are available for 50% of the license fee for a one year period.

Training Provided: One full week training at the licensee's location with controlled supervision for the life of the licensee.

Managerial Assistance Available: Accounting, bookkeeping, advertising, program training and a complete stock of forms and supplies are provided.

Information Submitted: May 1973

MARCOIN, INC.
2801 South Post Oak Road
Suite 266
Houston, Texas 77027
A. Dunson Dunaway, President

Description of Operation: Marcoin, Inc., is a broad based service company with direct company branch offices and franchised licensees rendering business counselling and other services primarily to small businesses. Three primary franchise programs are available: 1) Marcoin Management Services--Recommended by major oil companies. Now expanding westward to nationwide operations. 2) Mark/Man Services--Contract and interim operation of service stations for major oil companies. 3) Busco (A complete business service company)--computerized bookkeeping and tax services for small businesses. Plus affiliated income programs such as insurance, computer services, business changeover services and resale items available to Marcoin licensees.

Number of Franchisees: 125 primarily in East Coast States.

In Business Since: 1952

Equity Capital Needed: Initial franchise and training fees vary according to potential and population. Total capital needs including working capital will vary from $8,000 to $15,000.

Financial Assistance Available: Marcoin will finance up to 50% of initial franchise fee for qualified applicants. Will assist in arranging outside financing.

Training Provided: Five to 8 weeks training in existing Marcoin offices plus installation and follow-up. Formal continuing training program available from full time Marcoin training staff.

Managerial Assistance Available: Regional supervisors and managers provide close and continued follow-up to insure success. Complete management and operations manuals provided for each Marcoin program. Business counselling available if desired.

Information Submitted: April 1973

MEDI-FAX, INC.
6509 Montgomery Road
Cincinnati, Ohio 45213
Irving M. Bloom, President

Description of Operation: Computerized accounts receivable management service for medical and retail professions.

Number of Franchisees: 5 in 5 states.

In Business Since: 1968

Equity Capital Needed: Minimum $5500.

Financial Assistance Available: Yes.

Training Provided: Four day training session by psychologist and member of staff. Management people always available for consultation and to render varied types of assistance.

Managerial Assistance Available: Training manual provided, detail of program available in book form with proper indexing available to clients, small cost for program detail to clients.

Information Submitted: April 1973

MISTER CLARK'S
6800 Pendleton Pike
Indianapolis, Indiana 46226
Robert A. Lutey, President

Description of Operation: Retail servicing appliance dealers banded together to benefit from the combined purchasing power of the whole. Also by mutual contribution the total dollar packages can achieve wider range and maximum exposure for advertising and promotional programs. Franchising only in Indiana.

Number of Franchisees: 10 in Indiana.

In Business Since: 1968

Equity Capital Needed: Open.

Financial Assistance Available: Mister Clark's is a non-profit corporation.

Training Provided: No formal training, but the group as a whole combines for the assistance, training and well being of the individuals.

Managerial Assistance Available: Group discussions and individual consultations.

Information Submitted: May 1973

NATIONAL MERCANTILE CLEARING HOUSE

633 Northeast 125th Street
North Miami, Florida 33161
Alvin L. Klupt, Executive Director

Description of Operation: Publishes manual and automated collection systems using Univac equipment and operates collection agencies, which consist of two different programs: The manual system is directly operated by the business and professional man and the automated system by National Mercantile Clearing House on Univac equipment for the client. All processing is performed at the home office with I. B. M. and Univac equipment. Franchisee is left free to work with clients and does no collections Services include a garanteed collection system. Merchants or professional men must collect a minimum of four times their purchase price from the use of the Direct Collector System or National Mercantile Clearing House will refund double the purchase price. National Mercantile Clearing House also furnishes bad debt follow-up collection service for its clients. Franchisee receives continuous flow of sales aids and assistance.

Number of Franchisees: 27 in 13 states.

In Business Since: 1914

Equity Capital Needed: $7, 950 on a full time basis.

Financial Assistance Available: Up to 33 1/3% without interest on fixed repayment schedule on full time program only.

Training Provided: Complete and continued assistance and supervision at any opening office and 5, 000 piece mail drop to get franchisee off the ground. Training and mailings in franchisee's territory.

Managerial Assistance Available: Continuous research and development program supplied, marketing aids such as direct mail brochures and marketing assistance at the home office, advice without further cost.

Information Submitted: April 1973

NEW PRODUCT DEVELOPMENT SERVICES, INC.

P. O. Box 8424
Kansas City, Missouri 64114
Haskell Sobol, President

Description of Operation: Consulting and representation service in new product development, marketing, licensing or outright sale. Product evaluations, written presentations, negotiations, and aid and assistance to the inventor and patent holder. National and international operations through franchise organization offices and subsidiaries.

Number of Franchisees: 24 in 15 States.

In Business Since: 1968

Equity Capital Needed: Dependent upon demographic population of area involved. Ranging from $2, 500 to $25, 000. Average, $10. 000.

Financial Assistance Available: Up to 50% of total purchase price financed at simple, average interest rate up to 24 months, subject to financial rating of franchisee.

Training Provided: In-office training at Headquarters Offices, Kansas City, up to one week, if required. Complete operational manual, forms, literature, etc., supplied and how to use same.

Managerial Assistance Available: All product evaluations and matters involving technical expertise in engineering, marketing, patenting, etc., handled by franchisor. Product licensing, negotiations and related matters handled by franchisor. Continuing daily advice on individual products by franchisor is a feature of this franchise, permitting lack of previous experience by franchisee in this field.

Information Submitted: May 1973

RELIABLE BUSINESS SYSTEMS, INC.

216 Tremont Street
Boston, Massachusetts 02116
M. Michael Licker, President

Description of Operation: Firm publishes the Reliable Business and Tax Service System, a service designed to meet the needs of all business, offering them a bookkeeping system that complies with all Federal and State tax laws, together with an advisory service and end of year Federal and State tax return preparation.

Number of Franchisees: 7 in 8 states.

In Business Since: 1955

Equity Capital Needed: $6050.

Financial Assistance Available: None. However, we will in particular situations where franchisee is above average, finance $2000 of capital.

Training Provided: One week in the field training by another experienced distributor and further training at the home office if needed, continuous upgrading of distributor's knowledge.

Managerial Assistance Available: Continuous flow of new material, home office consultation available on an unlimited and continuous basis. Close contact with distributor maintained. Additional help regarding tax matters for client when called upon through home office accounting tax staff.

Information Submitted: April 1973

SAFEGUARD BUSINESS SYSTEMS

470 Maryland Drive
Fort Washington, Pennsylvania 19030
John R. Stewart, Vice President

Description of Operation: Safeguard Business Systems offers a complete basic accounting function. In addition to standard systems, Safeguard has many special systems designed for specific industries and data processing services for the accounting profession. Distributor is under contract and operates in an exclusive territory.

Number of Franchisees: 200 nationwide and Puerto Rico.

In Business Since: 1912

Equity Capital Needed: No franchise fee required.

Financial Assistance Available: Safeguard carries the accounts receivable, thus reducing working capital requirements.

Training Provided: Safeguard provides 40 hours of initial training. Provision is also made for continual field follow-up. Regional and national sales seminars are scheduled throughout the year.

Managerial Assistance Available: Operation and sales manuals provided. Company provides advertising and promotional material on a national basis, together with both a cooperative and a corporate direct mail program.

Information Submitted: May 1973

SCHWELLING MARKETING CORPORATION

Empire Building Penthouse
710 North Plankington Avenue
Milwaukee, Wisconsin 53202
George C. Schwelling, President

Description of Operation: Since 1968 the principal of this firm, George C. Schwelling, has been establishing, on an independant contract basis, contracts with various companies to assist them in setting up and marketing their franchises. Schwelling Marketing Corporation is establishing a total of 50 Regional Managers, each of who will have regional responsibilities for the follow up of all inquires generated by the home office in an endeavor to screen and recruit prospective franchisees for its various client firms.

Number of Franchisees: 15, however, Schwelling Marketing Corporation is operating, either through its area directors or regional managers, in most states in the United States.

In Business Since: 1968

Equity Capital Needed: Modest investment.

Financial Assistance Available: Financial assistance is offered to qualified individuals. Schwelling Marketing Corporation has in some instances offered up to 50% financing with no interest payments.

Training Provided: The company conducts annual seminars at its headquarters and provides ongoing supervision on a week to week basis on an area directorship program.

Managerial Assistance Available: The corporation is constantly developing new materials, manuals, and sales presentation literature for its regional managers and area directors, as well as conducting seminars and following through with ongoing assistance as is provided by area directors.

Information Submitted: May 1973

SCOUT-AID
Box 2061
Billings, Montana 59103
Ed Flaherty, President

Description of Operation: Scout-Aid franchisee contract with high schools and colleges to scout their future opponents in football. A franchisee sets up a network of scouts in his territory who do the actual scouting. In addition, he operates a local computer center which processes the scouting information gathered during the games. The analyzed scouting report is then sent to the coach so that he can construct his game plan for the upcoming game. If a coach wishes, he can scout the game himself and the franchisee will process his data.

Number of Franchisees: 15 in 14 States.

In Business Since: 1970

Equity Capital Needed: $6,000 to $10,000.

Financial Assistance Available: None

Training Provided: Full week formal training in football scouting operations, sales, computer operations and general operations. During this time, trainer actually makes calls on major school in franchisee's territory and helps him get first accounts. In late summer, there is another full week of training in which scouting schools are put on for the scouts and coaches in the franchisee's territory.

Managerial Assistance Available: A complete business management program is provided for the franchisee for his first year of operations--(includes even doing his tax returns). Franchisor provides coordination for inter-franchise scouting. Continuing management is offered franchisees by means of frequent phone calls, advising where to concentrate marketing operations and what is being done in other franchises.

Information Submitted: April 1973

SIMPLIFIED BUSINESS SERVICES, INC.
400 Hollister Road
Teterboro, New Jersey 07608
Mitchell R. Miller, Marketing Director

Description of Operation: Bookkeeping, data processing, income tax and small business management.

Number of Franchisees: Over 75 throughout the United States.

In Business Since: 1934

Equity Capital Needed: $7,500 for purchase of materials required, no franchise fee or royality payment.

Financial Assistance Available: None.

Training Provided: 4 days home office and 5 days in field.

Managerial Assistance Available: Follow up on home office and field training through periodic regional meetings.

Information Submitted: April 1973

SUCCESS MOTIVATION INSTITUTE, INC.
5000 Lake Wood Drive
Waco, Texas 76716
R. J. Buchta

Description of Operation: The Company's international distributorship organization markets specialized management, sales, and personal development programs to individuals, companies, governments, and other organizations. Materials are printed and recorded using modern learning methods, personal goal setting, and management by objective techniques.

Number of Franchisees: 1,077 in 50 States and 23 foreign countries.

In Business Since: 1962

Equity Capital Needed: $10, 950

Financial Assistance Available: No financial assistance provided.

Training Provided: Complete distributorship training program in printed and recorded form furnished with initial investment continuous home office sales training and sales management seminars available monthly. Field sales training also available in most areas without cost to distributors.

Managerial Assistance Available: Continuous sales consultant assistance provided by home office to distributors through use of monthly mailings, company-owned WATTS lines, and prompt response to mail communications.

Information Submitted: May 1973

SYSTEMEDICS, INC.
AMS-Division
Post Office Box 947
Jackson, Mississippi 39205
Jackie Majors

Description of Operation: Computerized accounts receivable management system and related systems for the medical and health care delivery fields.

Number of Franchisees: 110 in 50 States.

In Business Since: 1964

Equity Capital Needed: Depends on area purchased.

Financial Assistance Available: Possible to finance part of purchase through company. No other form of financial assistance.

Training Provided: 7 Day course at home office provided in franchise fee.

Managerial Assistance Available: Company provides continuous assistance and field support to all franchisees who desire this assistance.

Information Submitted: May 1973

TAX MAN, INC.
639 Massachusetts Avenue
Cambridge, Massachusetts 02139
Roger T. Servison, Executive Vice President

Description of Operation: Preparation of individual income tax returns.

Number of Franchisees: 12 in Connecticut, Massachusetts.

In Business Since: 1967

Equity Capital Needed: $2, 500 minimum.

Financial Assistance Available: $1, 000 per office, advertising support.

Training Provided: Tax preparation training (12 weeks). Tax office management training (one week).

Managerial Assistance Available: Complete tax advice, management assistance, site selection, advertising and marketing.

Information Submitted: April 1973

TAX OFFICES OF AMERICA
Box 4098
Waterville, Connecticut 06714
William J. Nolan, Franchise Director

Description of Operation: Income tax preparation for individuals and small businesses. No experience needed as the training is done by an exclusive, simplified method. A seasonal business with little expenses and high profits. Exclusive territories.

Number of Franchisees: 3

In Business Since: 1966

Equity Capital Needed: Approximately $3,000.

Financial Assistance Available: Financing arranged through Horizons of America, Inc.

Training Provided: About one week training provided at Waterbury headquarters, one week at franchisee's location plus a mail order course. If available in franchisee's area the company pays all expenses to a special training course set up by a nationally known organization.

Managerial Assistance Available: Company always available for counseling.

Information Submitted: May 1973

WESTERN UNION COMPUTER UTILITIES, INC.
An Affiliate of Western Union Corporation
609-11 South Andrews Avenue
Fort Lauderdale, Florida 33301
Loring B. Walton, Vice President-Operations

Description of Operation: The Company is principally engaged in the development of a network of licensed computer service bureaus with nationwide capability and with local customer service responsibility. The bureaus are licensed to use the Company's library of standardized computer programs, marketing and other supporting services, enabling the licensees to offer a wide range of data processing services without maintaining a staff of programmers. Each licensee offers to small and medium sized businesses a selection of data processing services including among others, the processing payroll, accounts payable and accounts receivable, inventory control and general ledger accounting.

Number of Franchisees: 50 throughout the United States.

In Business Since: 1969.

Equity Capital Needed: The initial license fee which varies from $5,000 to $50,000 plus, for major metropolitan markets plus the net cost of operations prior to reaching the break even point estimated to be between $25,000 to $40,000.

Financial Assistance Available: The initial license fee is payable in installments. License agreements provide for an initial installment of not less than $5,000 payable upon the execution of the license and the balance, if any, over a two year period.

Training Provided: The Company conducts a training course at Fort Lauderdale, Florida in which persons designated by licensees are given instructions in marketing and the operation of their computer service bureau, including the scope and capability of the programs included in the Company's library, the proper analysis of the potential customer's data processing needs and the means of capturing the data for input into the Company's processing system. The training course encompasses a two week period.

Managerial Assistance Available: Marketing support includes regional managers to assist licensees in building their business, advertising and direct mail brochures designed by professionals, guidelines for pricing, continued program maintenance, furnishing comprehensive documentation for each program including run instruction, flow charts, and customer set-up procedures which are periodically updated, development of new applications, sales incentive awards datacenter operations manual, licensee newsletter, etc.

Information Submitted: April 1973

WHITEHILL SYSTEMS, INC.
71 Fifth Avenue
New York, New York 10003
G. D. Jones, President
John A. King, Executive Vice President

Description of Operation: A business management and tax service, computerized, consisting of a one-price package of 5 distinct services on a yearly subscription basis.

Number of Franchisees: 260 franchise distributors in 48 States.

In Business Since: 1943

Equity Capital Needed: $8,950. Includes training, cost of starting inventory, supply of sales and promotion literature, initial direct mail campaign, $5,000 life insurance policy premium (paid for first year).

Financial Assistance Available: Limited.

Training Provided: Seven days training at home office at company expense--in all phases of the system and selling methods. Five days field training in distributor's own territory, with experienced Whitehill representative, at company expense.

Management Assistance Available: Re-training program and continuous assistance as needed.

Information Submitted: April 1973

EDWIN K. WILLIAMS & COMPANY
5324 Ekwill Street
Santa Barbara, California 93111
W. Q. Kringle-Treasurer, Administrative Manager

Description of Operation: Bookkeeping services and financial counsulting to the oil industry.

Number of Franchisees: 179 throughout the country.

In Business Since: 1935

Equity Capital Needed: $10,000-$25,000.

Financial Assistance Available: None

Training Provided: On-the-job, seminar, individual.

Managerial Assistance Available: Continuing through seminars and oil company relations.

Information Submitted: April 1973

CAMPGROUNDS

CAMPER VILLAGES OF AMERICA, INC.
3931 S. W. College Road
Ocala, Florida 32670
Robert E. Reel, President

Description of Operation: Chain of nationally franchised campgrounds for tents, tent trailers, travel trailers, pick-up campers and mototr homes providing primarily overnight or longer accomodations for the traveling tourist. Emphasis is on safety, appearance, location, complete service facilities including grocery store and all camping supplies, gasoline service, bottled gas service, self service laundry, clean restrooms and showers and recreation at one standardized price for the area nationwide.

Number of Franchisees: 7 in Florida, Georgia, Kentucky and Tennessee.

In Business Since: 1967

Equity Capital Needed: $40,000 - land purchased or leased.

Financial Assistance Available: Financing must be obtained on the franchisee's own credit rating from some independent financial source.

Training Provided: Camper Villages require a minimum 14 day preliminary training provided free at a selected Camper Village with franchisee paying travel, room and board expenses.

Managerial Assistance Available: A standardized pre-fabricated all-aluminum building - operations, maintenance, equipment and a training manual prepared and edited under supervision of Dr. B. I. Loft, Recreation and Safety Director, Indiana University, is provided. Company makes available standardized registration forms with complete bookkeeping system, nationwide directory, a prepared roadside sign program, field representative consultation and assistance, periodical inspections and leases their electric sign. Monthly bulletins and confidential business analysis to each franchisee.

Information Submitted: April 1973

CAMP 'N AIRE, INC.
Route #1
P. O. Box 55
Seymour, Tennessee 37865
Dan W. Wise

Description of Operation: A family oriented system of camping resorts strategically located for the recreation vehicle market. Whether destination site or overnight park, every Camp 'n Aire location provides all utility hook-ups, convenience store, TV lounge, coin operated laundry, swimming pool, and related recreation activities.

Number of Franchises: 13 in 6 States.

In Business Since: 1970

Equity Capital Needed: $50,000 - $80,000.

Financial Assistance Available: Company will counsel with applicant and, after determining need and ability, will assist in arranging necessary financing.

Training Provided: Extensive training for managers and franchisees at home office, company park and on-site. All aspects of business is covered, from reservations and check-in to maintenance inventory. Complete bookkeeping system, operations manual, and advertising program furnished. Continual assistance provided through newsletter, training seminars, and on-site visitation.

Managerial Assistance Available: Company will actually hire and train managers for absentee owners. Continual technical assistance is available to franchisee through implementation of the latest in programs and products.

Information Submitted: May 1973

CRAZY HORSE INC.
2152 Du Pont Drive
Newport Beach, California 92664
C. R. Thompson
Director Marketing Services

Description of Operation: Franchising existing campgrounds known as Crazy Horse Outside Inns. Franchising new campgrounds known as Crazy Horse Campgrounds.

Number of Franchisees: 112 in 37 States.

In Business Since: 1969

Equity Capital Needed: $50,000

Financial Assistance Available: Assist in preparation of financial presentation package.

Training Provided: One week training at corporate office and company owned campground.

Managerial Assistance Available: Assist with planning, zoning. Send design people to location to layout campground design. National advertising program including directory & distribution. Technical assistance available continuously. Manuals of development, operation, supplies available continuously. Construction drawings provided.

Information Submitted: May 1973

HOLIDAY INN TRAV-L-PARKS
c/o Holiday Inns, Inc.
3796 Lamar Avenue
Memphis, Tennessee 38118
Davis Smith, Director

Description of Operation: Resort camping accommodations for recreational vehicles offering complete full service facilities.

Number of Franchisees: 33 in 14 States.

In Business Since: 1970

Equity Capital Needed: $100,000 minimum.

Financial Assistance Available: Provide assistance in preparation of financial package.

Training Provided: One week course at Holiday Inn University.

Managerial Assistance Available: Continuous guidance and assistance in all phases of development and operations.

Information Submitted: April 1973

JELLYSTONE CAMPGROUNDS LTD.
236 Michigan Street
Sturgeon Bay, Wisconsin 54235
C. C. Chouinard, Chairman, Chief Executive Officer

Description of Operation: Operation and sale of Yogi Bear Jellystone Park campgrounds.

Number of Franchisees: 84 in 27 States and Canada.

In Business Since: 1969

Equity Capital Needed: $50-$75,000.

Financial Assistance Available: None, other than assistance in financing presentations.

Training Provided: Manager training.

Managerial Assistance Available: Engineering and construction planning; perpetual management service and advice.

Information Submitted: April 1973

KAMP DAKOTA, INC.
220 Bartling Building
Brookings, South Dakota 57006
M. L. Thorne, President

Description of Operation: Franchising of campgrounds to be used by camping and trailering tourists.

Number of Franchisees: 36 nationwide.

In Business Since: 1964

Equity Capital Needed: $35,000 up.

Financial Assistance Available: None, other than assistance in preparation and presentation of loan requests to potential financiers.

Training Provided: Training is provided at each campground when necessary.

Managerial Assistance Available: Continuous, plus complete engineering and construction planning.

Information Submitted: April 1973

KAMPGROUNDS OF AMERICA, INC.
P. O. Box 1138
Billings, Montana 59103
Harold Lloyd, Vice President-Sales

Description of Operation: Kampgrounds of America, Inc. (KOA) is America's largest system of campgrounds for recreational vehicles. The average campground contains 100 sites equipped with water and electrical hookups; many sites have sewer hookups. Each campground features clean restrooms with hot showers, a convenience store, laundry equipment and playground equipment. Many have swimming pools.

Number of Franchisees: 700 in all States except Hawaii.

In Business Since: 1964

Equity Capital Needed: $35,000 minimum.

Financial Assistance Available: KOA does not provide direct financing to franchisees for campground construction. However, it does provide assistance in obtaining financing such as, assisting the franchisee in preparing his prospectus, developing operating projections, and meeting with potential lenders. Occasionally, KOA will guarantee first mortgage loans of franchisees.

Training Provided: KOA provides formal classroom training in campground development and campground operations for franchisees and their personnel. Each school (development and operations) last three days and several sessions are conducted throughout the year.

Managerial Assistance Available: KOA provides formal classroom training and continual management services for the life of the franchise in such areas as development, general operations, advertising and merchandising. In addition, complete manuals of development, operations and supply catalogs are provided. Regional consultants are available in all regions to work closely with franchisees. Each campground is visited regularly to insure conformance with standards and to assist franchisees in solving problems. KOA publishes a Kampground Directory semi-annually and sponsors an annual meeting of franchisees.

Information Submitted: April 1973

PONDEROSA INTERNATIONAL, INC.
Suite 124
151 Ellis Street, N. E.
Atlanta, Georgia 30303
Lewis McDonald

Description of Operation: Ponderosa Parks are designed to accommodate the entire spectrum of campers, from tents to the largest recreational vehicles. Spacious wooded campsites provide maximum convenience for the camping family. Where possible, sites are designed for pull-through parking to facilitate entrance and exit. Sites are provided with electrical and water hookups, picnic tables, and refuse containers. Sewage hookups are available in all parks.

Number of Franchisees: 5 in Georgia, South Carolina, North Carolina and Florida.

In Business Since: 1969

Equity Capital Needed: $50,000

Financial Assistance Available: No direct financial assistance at this time. However, the company will work with a prospective franchisee to assist him with finding suitable financing.

Training Provided: A thorough on-the-job training program for two weeks at a company-owned campground, supervised by staff employees.

Managerial Assistance Available: Ponderosa provides franchisee technical assistance and the location of a suitable site, custom campground design and a complete set of building plans. Also, Ponderosa's staff of recreational planners is available to franchisee during the development period. Ponderosa provides continual consulting service for the life of the franchise in all areas of operation.

Information Submitted: May 1973

UNITED CAMPGROUNDS USA
2398 West North Temple
Post Office Box 16044
Salt Lake City, Utah 84116
Louis J. Lambrou, President

Description of Operation: United Campgrounds USA, offers a "Standard of Excellence" in the overnight and destination campground business, establishing beautiful, recreational parks and luxurious facilities at prime intersections off major freeways throughout the United States.

Number of Franchisees: 172 throughout the United States.

In Business Since: 1968

Equity Capital Needed: $20,000 for rough-out ranch; $30,000-$50,000 for UNITED CAMPGROUNDS USA park.

Financial Assistance Available: United Campgrounds USA, trained specialists assist the franchisee to obtain the necessary financing by preparing an individual package for presentation (usually by one of the United Campgrounds USA, executives) to the lending agency chosen by the franchisee.

Training Provided: Intensive two weeks formal training is offered every United Campgrounds USA franchisee (one week at the parent company and one week at either the franchisee's location or at an operating campground), as well as a continuous flow of information so as to keep the franchisee completely informed of the latest methods and innovations of the camping industry.

Managerial Assistance Available: United Campgrounds USA, provides a copywrited, operational manual, detailing the operation of a campground, as well as assistance from regional and area directors. We also provide continual management service for the life of the franchise in such areas as bookkeeping and national advertising. United Campgrounds USA, sponsors meetings of franchisees and conducts research to maintain high acceptance.

Information Submitted: April 1973

CHILDRENS STORES/FURNITURE/PRODUCTS

ABC KIDDIE SHOPS OF AMERICA, INC.
Broadway at Second
Post Office Box 1157
Billings, Montana 59103
John M. Sesler, General Manager

Description of Operation: Own and operate a quality, childrens ready-to-wear store.

Number of Franchisees: 58 in 22 States.

In Business Since: 1969

Equity Capital Needed: $45, 000 to $75, 000.

Financial Assistance Available: No direct financial assistance, except to establish credit with leading manufacturers.

Training Provided: Six-day training period at the home office, Billings, Montana, in merchandising, buying, marking, store setup, etc. Additional training in franchisee's store, in merchandising, before opening of store. (4 to 5 days).

Managerial Assistance Available: In addition to the six-day training period, the home office provides a crew that assists with the opening & technical assistance at any time it is requested. Also, our Real Estate Department helps in finding a suitable location and negotiating of the lease.

Information Submitted: April 1973

BABY MATE, INC.
909 State Line
Kansas City, Missouri 64101
David Jungerman, President

Description of Operation: The direct sale of safety baby equipment. Through advertising the prospective customer writes in for more information on our products and then the franchisee or his salesmen show a color and sound movie on our products.

Number of Franchisees: 41-throughout the U.S.A. and Canada.

In Business Since: 1961

Equity Capital Needed: $800 to $3, 500.

Financial Assistance Available: We set up all consumer financing.

Training Provided: Complete training program covers a period of three months. Covers all phases of the operation.

Managerial Assistance Available: Company sets up and will continue to help franchisee in all managerial duties as long as he is with the company.

Information Submitted: April 1973

BABY-TENDA CORPORATION
911 State Line
Kansas City, Missouri 64101
David Jungerman, President

Description of Operation: Baby-Tenda manufactures a line of safety equipment for infants and children. It is sold direct to the consumer either in a franchised Baby-Tenda store or in the customer's home. Stores are open from 1 pm. -9 pm six days per week. The product is demonstrated with a color and sound movie presentation. The average sale nationally is $250 per customer.

Number of Franchisees: 54 in 20 states.

In Business Since: 1937

Equity Capital Needed: $1, 500 to $3, 000.

Financial Assistance Available: No financial help is provided other than the setting up of financing for the consumer sales.

Training Provided: Three weeks of intensive training in the franchisee's own store or distributorship. We assist in site location, financing, and sales training.

Managerial Assistance Available: Constant help is always available for franchisees who are willing to put forth effort. All bookkeeping, leads, and other necessary items are set up by regional sales managers.

Information Submitted: April 1973

GUILD INDUSTRIES CORPORATION
203 23rd Street
Post Office Box 10310
St. Petersburg, Florida 33733
Martin Byrd, President

Description of Operation: Manufacturer of junvenile safety furniture sold by franchised dealers and distributors. Home demonstrations are made by audio-visual presentation provided by the company. Also cooperative national advertising, literature and sales material provided for complete operating procedures.

Number of Franchisees: 101 throughout the United States and Puerto Rico.

In Business Since: 1947

Equity Capital Needed: $1,500-$10,000 depending upon population of franchised area.

Financial Assistance Available: Sales and promotional material financed up to 24 months.

Training Provided: Company provides franchisee with complete training program.

Managerial Assistance Available: Continuous managerial assistance provided by company.

Information Submitted: April 1973

CLOTHING/SHOES

GINGISS INTERNATIONAL, INC.
30 West Lake Street
Chicago, Illinois 60601
Joel Gingiss, President

Description of Operation: Specialists in the sale and rental of men's formal clothes.

Number of Franchisees: 68 in 17 States.

In Business Since: 1968

Equity Capital Needed: $27,000.

Financial Assistance Available: Through external sources franchisor arranges and guarantees $33,000 financing for inventory and equipment.

Training Provided: Two week comprehensive training at Gingiss International Training Center in Chicago approximately one month before center's opening. One week on-site training during initial opening week. Monthly visits by training directors and various department heads on a continuing basis.

Managerial Assistance Available: Franchisor provides monthly visits by field training directors, a comprehensive instructional manual, periodic bulletins and constant telephone assistance as required.

Information Submitted: April 1973

HEEL 'N TOE, INC.
5225 Monroe Place
Hyattsville, Maryland 20781
Leslie A. Mostow, Vice President

Description of Operation: Heel 'N Toe, Inc., is a retail shoe chain which specializes in famous brand women's shoes at discount prices. The stores are semi-self service and may be run with minimum help.

Number of Franchisees: 26 in 5 States and the District of Columbia.

In Business Since: 1966

Equity Capital Needed: $12,000

Financial Assistance Available: The equity capital provides for the construction of a store (fixtures, etc.). Hell 'N Toe provides the complete shoe inventory on consignment. Inventories are not paid for until merchandise is sold. The equity capital also provides working capital and for the initial purchase of accessories which the franchisee may wish to carry and purchase from whomever he wishes.

Training Provided: Intensive one week training period at Heel 'N Toe's main offices. Additional training as needed in the franchisee's new store.

Managerial Assistance Available: Heel 'N Toe provides continuous management services for the life of the franchise in such areas as advertising, bookkeeping, merchandising, inventory control. All stores are visited by a district manager on a continuous cycle.

Information Submitted: April 1973

JILENE, INC.
808 State Street
Santa Barbara, California 93101
Jim Klobucher, President

Description of Operation: Jilene offers a choice of four different women's wear stores, then provides expert site selection, complete retail training program, professional buying service, merchandise control system, and an advertising and sales promotion program.

Number of Franchisees: 12 in California, Hawaii, Utah and Florida.

In Business Since: 1969

Equity Capital Needed: $20,000 and up depending on size of store.

Financial Assistance Available: None.

Training Provided: Two weeks training provided in franchisee's store. Training covers all general aspects of a retail women's wear store operation. A complete operations manual is provided to each store owner.

Managerial Assistance Available: After initial two week training period franchisor is always available by letter or telephone for the duration of the franchise contract.

Information Submitted: April 1973

MODE O'DAY COMPANY
2130 North Hollywood Way
Burbank, California 91505
Mills Whitney, Vice President of Store Operations

Description of Operation: Ladies' apparel specialty stores. Merchandise is placed in franchise stores on a consignment basis. The firm pays freight for merchandise shipments, provides display material and ad mats.

Number of Franchisees: 700 in 32 states.

In Business Since: 1936

Equity Capital Needed: Capital is required for store fixtures and leasehold improvements. Average store ranges from $4500 to $6500.

Financial Assistance Available: Limited.

Training Provided: Training is provided by competent personnel.

Managerial Assistance Available: Field supervisors work very closely with store owners to develop maximum sales.

Information Submitted: May 1973

MODERN BRIDAL SHOPPES, INC.
One Cherry Hill
Suite 806
Cherry Hill, New Jersey 08034
William J. May

Description of Operation: Retail sales of bridal apparel and cocktail formal wear. Locations can be free standing, shopping centers, enclosed malls, or operating from the home. Modern Bridal offers complete systemized operations procedures, continuous buying service, and national advertising program.

Number of Franchisees: 64 in 31 States.

In Business Since: 1958

Equity Capital Needed: $12,000-$35,000.

Financial Assistance Available: Guidance offered regarding obtaining loan through SBA and other sources.

Training Provided: Three weeks total training. One week training at home office company owned operation. Two weeks training in field.

Managerial Assistance Available: Complete manual of operations, field supervisor assistance, national seminar, continuous buying service.

Information Submitted: April 1973

PAULINE'S SPORTSWEAR, INC.
3525 Eastham Drive
Culver City, California 90230
Richard W. Nagel, Sales Manager

Description of Operation: Pauline's Sportswear, Inc., franchises ladies' sportswear stores in which no item is over $4. The line consists of blouses, capris, suits, sweaters, shorts, skirts and shifts. Over 90% is manufactured by Pauline's Sportswear, Inc., in California. Franchisees lease their own location (approximately 1,000 Sq. Ft.) and install their own fixtures.

Number of Franchisees: 133 in 18 States and Canada.

In Business Since: 1961

Equity Capital Needed: $6,500; plus fixtures.

Financial Assistance Available: Terms of payment are cash. $6,500 cash, which includes franchise, and a $5,000 (wholesale) inventory, is payable to franchisor. Franchisee makes his own financial arrangements with respect to fixtures and leasehold expenses.

Training Provided: Training is informal.

Managerial Assistance Available: Pauline's Sportswear, Inc., provides management advice with respect to merchandising, display, advertising and inventory. This advice and counsel is usually in the form of continuing personal and telephone contact.

Information Submitted: April 1973

RED WING SHOE COMPANY
419-427 Bush Street
Red Wing, Minnesota 55066
Andrew J. Faecke

Description of Operation: Quality men's shoes stores, specializing in sport and work shoes in large selection of styles. Carrying sizes 6-18 widths AAA to EEEE.

Number of Franchisees: 99 in 24 States.

In Business Since: 1905

Equity Capital Needed: $34,000

Financial Assistance Available: None, nor is there any franchisee fee or royality.

Training Provided: Trained in existing stores for five weeks, plus monthly supervision thereafter.

Managerial Assistance Available: Continuous counseling in all aspects of business; budgeting, advertising, stock control, promotions, etc.

Information Submitted: April 1973

SELF-SERVICE SUIT CENTER, INC. (MIRACLE "88")
113 West North Avenue
Baltimore, Maryland 21201
Alan Cohn

Description of Operation: Men's and students' retail clothing store set up on a self-service basis, reducing all possible overhead and striving for volume sales.

Number of Franchisees: 34 throughout the country.

In Business Since: 1965 (Backed by the Max Rubin Company and the Strong-Wear Company, who have 50 years previous experience).

Equity Capital Needed: $9,000 to $12,000 depending upon size of store and location.

Financial Assistance Available: Liberal financial assistance available to competent and good credit person.

Training Provided: The company will train and assist the person in the operation.

Managerial Assistance Available: Yes.

Information Submitted: April 1973

TERRI-ANN DRESS STORES, INC.
412 8th Avenue
New York, New York 10001
David Tanil, President

Description of Operation: Retail ladies dresses, sportswear and accessories.

Number of Franchisees: 21 in New York.

In Business Since: 1968

Equity Capital Needed: $25,000.

Financial Assistance Available: Up to $20,000 credit given on merchandise.

Training Provided: In store-continuous overall guidance.

Managerial Assistance Available: All phases of buying-in store merchandising and promotion--set up of controls-personnel management. All done on continuous basis.

Information Submitted: April 1973

CONSTRUCTION/REMODELING-MATERIALS/SERVICES

ALLIED BUILDERS SYSTEM
3344 South La Cienega Boulevard
Los Angeles, California 91006
Sol Skolnick, National Franchise Director

Description of Operation: Home Remodeling.

Number of Franchisees: 40 in 10 states.

In Business Since: 1962

Equity Capital Needed: $15,000.

Financial Assistance Available: National Financing.

Training Provided: One month classroom.

Managerial Assistance Available: Continuous service at location, opening help.

Information Submitted: May 1973

AMERICAN HOMEOWNERS ASSOCIATION, INC.
5301 West Burleigh Street
Milwaukee, Wisconsin 53210
Ira Safer, President

Description of Operation: AHA offers two separate franchise programs. One consists of the operation of a homeowners membership service organization, and the other as individuals who administer the Palace Guard Home Service Contract which originates through real estate brokers.

Number of Franchisees: 30 in 18 States.

In Business Since: 1968

Equity Capital Needed: $15,000.

Financial Assistance Available: Total investment depends on size of area signed. Minimum franchise cost $15,000. Financing of balance to good credit risks.

Training Provided: An initial week of mandatory training at home office is provided. Follow up training in the operating area during the first year. No limitation on follow-up. Franchisee required to attend three training seminars each year.

Managerial Assistance Available: AHA provides continual management services for the life of the franchise. Franchise is provided, free of charge, complete manual of operations, forms, etc. Operational managers visit regularly all franchise locations to assist in problem areas. Back up of national advertising is provided.

Information Submitted: April 1973

CENTURY BUILDING SYSTEM, INC.
1750 West 5th South
Salt Lake City, Utah 84104
Mont L. Crosland, President

Description of Operation: Prefabricated building panels constructed of reinforced fiberglass and urethane foam, providing quality, yet economical construction for homes, schools, commercial buildings and cabins. Buildings are erected quickly and easily using the Century system. Many different floor plans and designs are available.

Number of Franchisees: 9 in Utah, Idaho, Montana and Washington.

In Business Since: 1969

Equity Capital Needed: $12,950 for package model home and start up costs. $10,000-$12,000 additional for property and construction.

Financial Assistance Available: None

Training Provided: Construction assistance on model home, sales training and business management training at home office. Total training time approximately two weeks.

Managerial Assistance Available: Technical assistance in erecting model home initially. Continuing assistance for term of franchise agreement. Design service, advertising assistance. Help with grand opening promotion program. Continuing help and assistance as needed.

Information Submitted: May 1973

CUSTOMFLO, INC.
1550 West Fullerton Avenue
Addison, Illinois 60101
Richard F. Zaccagni, President

Description of Operation: Job site (mobile) construction. This is a factory on wheels which travels to job site, having the capability of fabricating seamless aluminum or galvanized lengths of gutters and installing at the job site. Business is usually run from an individual house and the truck unit acts as both manufacturing plant and warehouse. Gutters and downspouts are used on both new construction and remodel work.

Number of Franchisees: 20 in New York, Illinois, Indiana, Wisconsin, and New Jersey.

In Business Since: 1968

Equity Capital Needed: $7900 plus $3000 working capital.

Financial Assistance Available: The total investment of $23,700 is required for purchase of a Customflo franchise. The down payment being $7,900 and the balance of $15,800 to be financed by the Exchange National Bank located in Chicago. Financing is available only if the franchisee so requests it and if his credit is approved by the bank (three years, 36 payments). Franchisee has the option to arrange his own outside financing.

Training Provided: Training begins in Chicago and the initial phase lasts for three weeks. Travel, lodging and training fee are incorporated in the franchise cost; the franchisee then returns to his territory with his complete vehicle and all the necessary equipment to begin in the guttering business. Continuous updating in training is provided to the franchisees and their pay through royalty fees received on gross returns.

Managerial Assistance Available: Customflo provides continual management service for the life of the franchise in such areas as technology, bookkeeping, advertising and growth with related products. Complete manuals of operation, forms and direction are provided. Field management is available to all franchisees and regular visits are made to maintain quality and the integrity of the company.

Information Submitted: April 1973

DICKER STACK-SACK INTERNATIONAL
2600 Fairmont Street
Dallas, Texas 75201
Edward T. Dicker

Description of Operation: Process for construction.

Number of Franchisees: 10 in New Mexico, Arkansas and Texas.

In Business Since: 1967

Equity Capital Needed: $13,000 for equipment. Franchisee fee based on population of area desired.

Financial Assistance Available: Will finance franchise fee to suit franchisor.

Training Provided: On-the-site training, length determined according to structure(s) being constructed. Average 10 days to two weeks.

Managerial Assistance Available: Through duration of franchise agreement.

Information Submitted: May 1973

HOMEWOOD INDUSTRIES, INC.
17641 South Ashland Avenue
Homewood, Illinois 60430
Peter F. Ruhl, Vice President

Description of Operation: Retailing of patented system of renovating existing kitchen cabinets.

Number of Franchisees: 50 in 25 states.

In Business Since: 1951

Equity Capital Needed: $5,000.

Financial Assistance Available: None.

Training Provided: One week initial training course. Company representative provides continuous training and counseling.

Managerial Assistance Available: Provided by company representative.

Information Submitted: May 1973

LECTROVEL
Division of Resin Systems, Inc.
25-29 50th Street
Woodside, New York 11377
Thomas J. Donovan, Vice President

Description of Operation: Parent company manufactures resin coating systems. Sells and installs a system for the electrostatic application of a seamless nylon velvet (flocking) finish on walls and ceilings. Sales are both residential and commercial, renovation and new construction.

Number of Franchisees: 10 in 4 states.

In Business Since: 1968 Resin System, Inc., is affiliated with Vitricon, Inc., in business 16 years.

Equity Capital Needed: $3,500 which is returned in both inventory and rebates.

Financial Assistance Available: Partial financing available depending on franchisees background and other pertinent factors.

Training Provided: Factory schooling in all phases including technical and sales aspects. Franchisee may always send additional personnel to school at any time at no charge. Schools are run at frequent intervals.

Managerial Assistance Available: Complete company support including field engineers calling periodically on franchisees to assist in sales and technical problems. Extensive sales aids including exhibit for shows are available.

Information Submitted: April 1973

MARBLE-CRETE PRODUCT, INC.
4700 Genesee Street
Buffalo, New York 14225
Gerald Bennett, President

Description of Operation: Manufacturing of man-made marble, for bathroom surrounds, intergal shell bowls, coffee taoles, end tables etc. We can marbleize and duplicate highly buffed and polished marble from Italy, Germany, Portugal and many other countries. This product is manufactured in moulds as a casting process. Approximately 2000 square feet needed to start operation.

Number of Franchisees: 30 in 25 States and Mexico.

In Business Since: 1964

Equity Capital Needed: $15,000.

Financial Assistance Available: A total investment of $15,000 for a marble-cute franchise. Down payment of $2,000 on application if accepted balance of $13,000. is to be paid before going into training.

Training Provided: Trainee is in school two weeks in actual manufacturing plants. He is also taught how to make moulds. After he receives all materials and tools, we visit his place of business and help him for one week to get organized.

Managerial Assistance Available. Assistance is provided at any time. A refresher course is available at franchisee's place of business for a small fee. All leads from home office are supplied to franchisee.

Information Submitted: April 1973

MULTI-SURFACES, INC.
334 Jefferson Avenue
Scranton, Pennsylvania 18503
Robert F. Flaherty, President

Description of Operation: Pavement maintenance-Multi-Surfaces dealers use a specialized applicator to supply protective coatings to driveways, parking areas, tennis courts.

Number of Franchisees: 40 in 8 states.

In Business Since: 1961

Equity Capital Needed: $15,000.

Financial Assistance Available: Equipment Leasing-100% up to 5 years. Short Term Loans on initial fee up to $5,000. Material credit lines-30 days net. Financing available up to 70% of Franchise Package.

Training Provided: Classroom, On-the-job, training manuals, 30 days average for basic applications. Additional training for more sophisticated jobs on continuous basis.

Managerial Assistance Available: Continuous service on processes, sales, advertising, promotional material, management.

Information Submitted: May 1973

MUNFORD DO-IT-YOURSELF STORES DIVISION
MUNFORD, INC.
P. O. Box 98
Conley, Georgia 30027
Paul L. Dorn, Jr., Division Vice President

Description of Operation: The Munford Do-It-Yourself Stores sell building materials to homeowners and small contractors. The associate store owner is an independent businessman. There is no franchise fee, royality or obligation to purchase from the Munford Company.

Number of Franchisees: 33 in 7 States.

In Business Since: 1953

Equity Capital Needed: $20,000.

Financial Assistance Available: None

Training Provided: There is no formal training available or mandatory. The new store owner is encouraged to work for several weeks in an existing store prior to his opening date.

Managerial Assistance Available: Company representative visits each store monthly.

Information Submitted: April 1973

PAVEMENT-MARKING CONTRACTORS OF AMERICA
Box 4098
Waterville, Connecticut 06714
William J. Nolan, Franchise Director

Description of Operation: Engaged in painting traffic lines on air fields, highways, streets, parking lots, and sports fields.

Number of Franchisees: 12 in 8 states.

In Business Since: 1951

Equity Capital Needed: Approximately $5000.

Financial Assistance Available: Financing arranged through Horizons of America, Inc.

Training Provided: At least two weeks of intensive and detailed technical training with actual field work as business training at Waterbury headquarters.

Managerial Assistance Available: Company always available for counseling.

Information Submitted: May 1973

THE PERMENTRY COMPANY
37 Water Street
Post Office Box 347
West Haven, Connecticut 06516
John K. Newton, Vice President & Manager

Description of Operation: Leases steel molds which will precast in one piece, outside basement stairwell entrances. No royalties. Franchisor's financial interest is in furnishing all-steel doors-covers used with each stairwell. Direct assistance is provided.

Number of Franchisees: 38 in 12 States.

In Business Since: 1960

Equity Capital Needed: Under $10,000.

Financial Assistance Available: None-Investment is nominal.

Training Provided: On the job training is made available. A complete "How to" manual is supplied.

Managerial Assistance Available: See above.

Information Submitted: April 1973

PLY-GEMS HOME CENTERS, INC.

182-20 Liberty Avenue
Jamaica, New York 11412
Howard Steinberg, Vice President

Description of Operation: Retail sales of wall paneling, kitchen cabinets, floor products, ceiling products and all other products used to renovate and improve the interior of a home.

Number of Franchisees: 30 in Pennsylvania, Massachusetts, Maryland, Virginia and Florida.

In Business Since: 1967

Equity Capital Needed: $20,000.

Financial Assistance Available: Financing of initial inventory.

Training Provided: 2 weeks formal training program with continuous supervision.

Managerial Assistance Available: Sales training, product training, management training, continuous advertising program.

Information Submitted: April 1973

PORAFLOR, INC.

25-29 50th Street
Woodside, New York 11377
Thomas J. Donovan, Vice President

Description of Operation: Parent company manufacturers resin coating systems. Sells and installs seamless flooring via franchised dealers. Sales are both residential and commercial, renovation and new construction.

Number of Franchisees: 136 in over 25 states.

In Business Since: 1965. Poraflor is affiliated with Vitricon, Inc., in business 16 years.

Equity Capital Needed: $2,950 and up depending on territory, most of which is returned in inventory and rebates.

Financial Assistance Available: Partial financing available depending on franchisee's background and other pertinent factors.

Training Provided: Thorough factory schooling in all phases including technical and sales aspects.

Managerial Assistance Available: Complete company support including field engineers calling periodically on franchisees to assist in sale and technical problems. Extensive sales aids including exhibit for shows are available.

Information Submitted: May 1973

PORCELAIN PATCH & GLAZE COMPANY OF AMERICA

140 Watertown Street
Watertown, Massachusetts 02172
Philip J. Gleason

Description of Operation: Refinishing, spraying, glazing, spot-blending and patching of porcelain and enamel finishes of all kinds, spray painting of lacquer and lacquer blending work of all kinds. Performed for applicance stores, home owners, movers, apartment house owners, plumbers, distributors of major appliances, dentists. A shop is not necessary.

Number of Franchisees: 21 in 17 states.

In Business Since: 1938

Equity Capital Needed: $2000.

Financial Assistance Available: 50% down to good credit risks.

Training Provided: Ten days at main office.

Managerial Assistance Available: Periodic visits, direct mail advertising.

Information Submitted: May 1973

PORCELITE ENTERPRISES, INC.
12220 Wilkins Avenue
Rockville, Maryland 20852
H. D. Berardi, President

Description of Operation: The Porcelite franchise offers a process to repair and refinish porcelain plumbing fixtures such as bathtubs, kitchen sinks, wash basins and appliances. Chips are repaired and complete fixtures restored. 123 colors are available.

Number of Franchisees: 50 in 20 states.

In Business Since: 1963

Equity Capital Needed: $7500.

Financial Assistance Available: $2500. is financied with acceptable credit.

Training Provided: Intensive five day training session from 9 a.m. to 5 p.m. covering all aspects of porcelain repair.

Managerial Assistance Available: Same as above.

Information Submitted: April 1973

SHAWNEE STEPS OF AMERICA, INC.
250 Tolland Street
East Hartford, Connecticut 06108
Michael N. Serigenese, President

Description of Operation: Shawnee franchisee's manufacture, sell and install concrete pre-cast steps for the homeowner and building trades.

Number of Franchisees: 13 in 10 States and Canada.

In Business Since: 1950

Equity Capital Needed: $15,000 to $25,000.

Financial Assistance Available: Chattle mortage, lease arrangements and up to one-third of company assistance.

Training Provided: Training in all three departments, sales, manufacturing and installation. Normal 30 days of training or whatever is necessary for each franchisee.

Managerial Assistance Available: Assistance available during life of agreement at our pilot plant after normal assistance has been provided at no cost.

Information Submitted: April 1973

STEPS & RAILS, INC.
Kravec Drive
Syracuse, New York 13214
Robert A. Kopp, President

Description of Operation: Manufacturing and distribution of patented monolithic precast concrete steps and porches. Products are produced from ready-mix concrete poured into patented adjustable steel molds and are delivered completely pre-finished in stucco, stone or brick using a simple A-frame truck rig. Distribution in exclusive territory, wholesale to home builders and dealers; retail direct to homeowners.

Number of Francisees: 13 in New York.

In Business Since: 1961

Equity Capital Needed: $5,500 for franchise territory and basic form equipment.

Financial Assistance Available: C.I.T.

Training Provided: Pilot training in plant at New Hartford operation, and initial setup by field engineer. All phases of manufacturing.

Managerial Association Available: General counseling available to assist in production cost, bookkeeping procedures collections, and general conduct of business.

Information Submitted: April 1973

TENSION STRUCTURES, INC.
9800 Ann Arbor Road
Plymouth, Michigan 48170
Richard H. Rowland, Jr.

Description of Operation: A distributor of the O'Dome, a 25' diameter dome shaped fiberglass structure used primarily as a vacation or second home. Other applications include offices, rental units, and exhibition structures. O'Domes are sold through exclusive local dealers.

Number of Franchisees: 115 in all fifty States and Puerto Rico.

In Business Since: 1968

Equity Capital Needed: $4,000 to $9,000.

Financial Assistance Available: None

Training Provided: Complete training in the erection of the unit.

Managerial Assistance Available: Regional salesman c[illegible] regularly to assist the dealer in anyway required. Further assistance and training in the installation of units can be provided by Tension Structures, Inc., factory installers.

Information Submitted: May 1973

TIMBERLODGE, INC.
105 West 18th Avenue
North Kansas City, Missouri 64116
J. F. Pritchard

Description of Operation: Designing, manufacturing and selling pre-cut redwood homes and commercial buildings. Company sells its home packages to its distributors who in turn quote and sell turnkey homes to their customers. Distributors provide all materials and equipment not available through company.

Number of Franchisees: 64 in all 50 States.

In Business Since 1958

Equity Capital Needed: $20,000.

Financial Assistance Available: None other than a cooperative advertising program whereby company sets aside 2% of sales to franchisees to be used to pay 50% of advertising expense incurred by franchisee up to limit of the amount set aside.

Training Provided: Company sends trained personnel to distributor's place of business to help erect first home and to aid in getting the new franchisee started.

Managerial Assistance Available: See above.

Information Submitted: May 1973

TOP TILE BUILDING SUPPLY CORPORATION
237 Mamaroneck Avenue
White Plains, New York 10605
Douglas Hand

Description of Operation: Retail-decorative building materials.

Number of Franchisees: 3 in Massachusetts.

In Business Since: 1969

Equity Capital Needed: $25,000.

Financial Assistance Available: None.

Training Provided: 1 week school, 2 weeks on job.

Managerial Assistance Available: Schooling, Training Seminar, Supervisor Program, and Employee Training.

Information Submitted: May 1973

ZELL-AIRE CORPORATION
410 Orrton Avenue
Reading, Pennsylvania 19603
M. W. Zellers

Description of Operation: Introduce-promote Electric Heating by working along with the Local Electrical Utility of the area into newly built and existing buildings. These may be residential, such as single residence or apartments, commercial and professional constructions.

Number of Franchisees: 10 in 10 States.

In Business Since: 1966

Equity Capital Needed: $10,000.00 with $5,000.00 prompt payment.

Financial Assistance Available: Investment is for inventory only. In all instances Franchisee had suitable business location with telephone.

Training Provided: Three days training at home office, Reading, Pa. or other designated location when applicable for franchisees. Five days training at their location. Periodic supervision by Company representative at Franchisees location.

Managerial Assistance Available: Periodic supervision to assist franchisee promote business volume. Generally supervisor spends 2 to 3 days monthly with each franchisee.

Information Submitted: April 1973

COSMETICS/TOILETRIES

C & C DISTRIBUTING COMPANY, INC.
Post Office Box 646
Abner & Wilson Roads
Terrell, Texas 75160
William T. Hall, President

Description of Operation: Merchandising $2, and $4.50 bottles of ladies' colognes in popular brand fragrances.

Number of Franchisees: Over 155 dealers in 43 States.

In Business Since: 1965

Equity Capital Needed: $3,495 to $10,245.

Financial Assistance Available: None.

Training Provided: Complete dealer accounts and merchandising procedures and any additional assistance to acquire national accounts.

Managerial Assistance Available: Whatever assistance dealer may require.

Information Submitted: May 1973

PRINCESS ANN COSMETICS
Post Office Box 1955
Escondido, California 92025
W. H. Clay, President

Description of Operation: Wholesale & Retail Cosmetic Studios in a marketing area.

Number of Franchisees: 37 in 16 states, Puerto Rico and Netherland Antilles.

In Business Since: 1968

Equity Capital Needed: Investment in inventory varies, $2740 and up.

Financial Assistance Available: Financing available for qualified individuals.

Training Provided: Initial training of 7-10 days at home office-two weeks of training on opening in new place of business and continues over 90 days from home office at no charge.

Managerial Assistance Available: Continues training, seminars, field training-national advertising.

Information Submitted: May 1973

VIVIANE WOODARD CORPORATION
14621 Titus Street
Panorama City, California 91412
Miriam Stone, National Director of Distributor
Acquisition, Training and Development

Description of Operation: Viviane Woodard Distributors enjoy a career of teaching professional make up techniques by appointment only. They may have beauty consultants who work with them. The product is of the highest quality and may be presented from the home or a business location. Distributors can tailor make the size and profits of their Viviane Woodard business to their needs.

Number of Franchisees: Over 3,000 in all 50 States, Canada and England.

In Business Since: 1958

Equity Capital Needed: $600 minimum.

Financial Assistance Available: Each new distributor starts with a one-order 30 day open credit account.

Training Provided: Intensive three day basic training academy for all new distributors. Three day advanced training academy to follow. Conferences, workshops and individual guidance on a continual year-round basis.

Managerial Assistance Available: The Viviane Woodard corporate staff acts as managerial consultants to distributors in all phases of their business - as close as the telephone. Regional conferences are held six times a year to inspire sales and distributors and to provide effective new make up techniques for profit growth.

Information Submitted: May 1973

DRUG STORES

REXALL DRUG COMPANY
3901 North Kings Highway Boulevard
St. Louis, Missouri 63115
W. T. Ozmint, General Sales Manager

Description of Operation: Retail sales of pharmaceuticals, medicines, cosmetics and vitamins.

Number of Franchisees: 10,000 in 50 States D.C., Puerto Rico, Guam and Canada.

In Business Since: 1903

Equity Capital Needed: No franchise fee.

Financial Assistance Available: Conditional opening Rexall merchandise order payment program; promotional and seasonal merchandise dating terms; identification payment plan equipment lease or sales contract from associated service.

Training Provided: Retail sales training aids; retail sales personnel store meetings.

Managerial Assistance Available: Assistance from field regional sales managers and sales representatives.

Information Submitted: April 1973

SENTRY DRUG CENTERS, INC.
901 Southern Avenue, S.E.
Washington, D.C. 20032
Kelly K. Freeman, General Manager

Description of Operation: Full line retail drugstore, offering professional pharmacy services, health care products and selective sundries.

Number of Franchisees: 10 in Maryland, Virginia, South Carolina, and North Carolina.

In Business Since 1969

Equity Capital Needed: $30,000

Financial Assistance Available: Securing of lease. Assistance in financing fixtures and inventory up to 80%.

Training Provided: 1 week intensive training in the home office, 1 week training in the field.

Managerial Assistance Available: Complete supervision of operations, accounting, advertising, purchasing, selection of personnel, store set ups, promotional activities.

Information Submitted: April 1973

EDUCATIONAL PRODUCTS/SERVICES

ALPHABETLAND PRE SCHOOL & SUMMER CAMPS
511 Hempstead Avenue
West Hempstead, New York 11552
Harold B. Wexler, Vice President

Description of Operation: A prestige pre school and summer camp. 3,600 square foot building together with outdoor playground. Can be operated by owner or as absentee management. You don't have to be an educator. Alphabetland provides land, building and ready-to-operate equipment on long term lease.

Number of Franchisees: 25 in New York, New Jersey, Maryland and Florida.

In Business Since: 1967

Equity Capital Needed: $10,000 plus operating capital.

Financial Assistance Available: A total of $45,000 is required to own an Alphabetland franchise. A down payment of $10,000 is made on contract, balance can be financed both short term and over 5 years, if qualified. An additional $10,000-$12,000 is needed for operating capital.

Training Provided: Ten days pre-training is offered to franchisee at home office. Twenty-one day post-training at franchisee's school.

Managerial Assistance Available: Advertising, bookkeeping, operations and curriculum manuals. Area directors will assist in solving problems. Seminars to maintain consumer acceptance of our curriculum and methodology.

Information Submitted: April 1973

BARBIZON STUDIO OF FASHION MODELING, INC.
(Barbizon School of Modeling)
574 Fifth Avenue
New York, New York 10036
W. Crosby, Operations Director

Description of Operation: Barbizon operates modeling and personal development schools for teen-age girls, homemakers, and career girls. The schools also offer a fashion merchandising course, and sell barbizon cosmetics. We are the largest organization in this field.

Number of Franchisees: 37 in 18 states.

In Business Since: 1939

Equity Capital Needed: $25,000-$50,000.

Financial Assistance Available: Franchisee can finance 50% of franchise/fee with franchisor. Total franchise fee is $19,500 to $35,000.

Training Provided: Intensive three week training program for franchisee and his director at corporate office. Extensive on-site field visits at franchisee's location by home office staff during first six months. Periodic staff visits and conferences at home office thereafter on a continuing basis.

Managerial Assistance Available: In addition to initial training indicated above, Barbizon makes available continuing staff visits as required, on a continuing basis; annual meetings of franchisees; Barbizon continually provides new advertising programs, sales aids, new programs, brochures, direct mail pieces, etc.

Information Submitted: April 1973

BARKLEY WYCKOFF READING SCHOOL, INC.
P. O. Box 1464
Bethlehem, Pennsylvania 18018
Barkley Wyckoff, President

Description of Operation: Franchised speed reading operation. Franchisee recruits students, responsible for teaching classes and the overall management of the business end of the franchise.

Number of Franchisees: 175 in 18 States.

In Business Since: 1969

Equity Capital Needed: $3, 000.

Financial Assistance Available: Franchisor does not finance any part of franchise fee, however, firm will offer assistance in obtaining financing.

Training Provided: Two day initial training program, all training sessions are open for retraining. All employees are also trained at any subsequent session.

Managerial Assistance Available: Continual assistance is provided by the franchisor both by telephone and personal contact.

Information Submitted: May 1973

DOOTSON DRIVING SCHOOLS
9417 Las Tunas
Temple City, California 91780
Richard F. Dootson

Description of Operation: Driver education.

Number of Franchisees: 7 in California.

In Business Since: 1952

Equity Capital Needed: $4, 900.

Financial Assistance Available: 100% automobile financing and co-signature on equipment financing.

Training Provided: Two week, eighty hour course given in the home office.

Managerial Assistance Available: Continuous.

Information Submitted: April 1973

EVELYN WOOD READING DYNAMICS
Division of DEAR Corporation
54 Wilton Road
Westport, Connecticut 06880
Charles A. Durakis, President

Description of Operation: Offer a rapid reading course in the United States and abroad through franchisee and company owned institutes. Course is designed to teach students to substantially increase their reading rate with equal or better comprehension.

Number of Franchisees: 18 throughout the United States.

In Business Since: 1964

Equity Capital Needed: Dependent on area available for franchising.

Financial Assistance Available: Note pay-out plans for purchase price of franchise locations are usually mutually worked out as needed at initial stages.

Training Provided: Initial assistance to franchisee as note in Franchise and License Agreement.

Managerial Assistance Available: Assistance in selection of location for institutes/physical layout of classroom facilities, etc., advertising and public relations/office techniques/business management and teaching. Assistance in developing teacher-training course; texts and materials for course and price lists covering same/certification of qualified instructors after completion of training course. All above continuing, updated, etc.

Information Submitted: May 1973

GENERAL TRAINING SERVICE, INC.
175 Crossways Park West
Woodbury, New York 11797
Harry Lokos, Chairman

Description of Operation: Selling correspondence school courses of various types.

Number of Franchisees: 12 (plus 17 company owned) in 15 States.

In Business Since: 1963

Equity Capital Needed: $3500.

Financial Assistance Available: Franchisee must have $3500 available for operating expenses. Franchise fee is paid only as sales are made and is credited to a total franchise fee of approximately $7500.

Training Provided: Intensive sales training program is provided, without cost to franchise dealer, at the location of franchisees sales office, by company sales manager. Franchisee begins to earn income from the first day his doors open for business, while training.

Managerial Assistance Available: Continual management services for the life of the franchise-complete manuals of operations, forms and directions are provided. District managers are available to work closely with franchisees and assist in solving problems of which there are very few.

Information Submitted: April 1973

JOHN ROBERTS POWERS SCHOOL SYSTEM
304 Boylston Street
Boston, Massachusetts 02116
Julie Richmond, President

Description of Operation: John Robert Powers Schools offer to women of all ages, finishing, self improvement and modeling courses. Day and evening classes year round.

Number of Franchisees: 23 in 13 States, Canada and Greece.

In Business Since: 1958

Equity Capital Needed: $10, 000

Financial Assistance Available: None

Training Provided: Three weeks of teaching and administrative training plus annual seminars.

Managerial Assistance Available: We provide managerial and technical assistance during the life of the franchise by visiting field personnel. Accounting assistance is provided by home office personnel.

Information Submitted: April 1973

LEARNING FOUNDATIONS INTERNATIONAL, INC.
Post Office Box 54616
Atlanta, Georgia 30308
J. Thomas Noojin, President

Description of Operation: Tutorial service in seventeen basic learning skills areas as an adjunct to the standard school system.

Number of Franchisees: 90 in 28 states.

In Business Since: July 1, 1967

Equity Capital Needed: $35, 000.

Financial Assistance Available: Learning Foundations does not provide financial assistance to licensees. However, some licensees have been successful in obtaining SBA and bank financing.

Training Provided: Learning Foundations provides an initial 10 working day training program consisting of lectures and seminars conducted by successful company owned center directors, as well as on-the-job training in company owned learning centers. In addition there is a continuous training program on-site and at the companies home office.

Managerial Assistance Available: Managerial and technical assistance is provided on a continuous basis through location visit from parent company staff.

Information Submitted: April 1973

MARY MOPPETS DAY CARE SCHOOL, INC.
7120 East Oak Street
Scottsdale, Arizona 85257
Gerald J. Spresser, President

Description of Operation: Programs are tailored for each age group.

Number of Franchisees: 55 in 16 States.

In Business Since: 1967

Equity Capital Needed: $22, 500.

Financial Assistance Avilable: Assistance offered in obtaining Small Business Administration loans.

Training Provided: One week training program: Consists of total operational and educational programs regarding day care services.

Managerial Assistance Available: Life of franchise; all matters related to day-care services.

Information Submitted: April 1973

MUSIC MASTERS, INC.
316 State Street
Hackensack, New Jersey 07601
Julius Rudominer

Description of Operation: Music Masters teaches music education and the playing of musical instruments through their own unique methods which include an initial trial period and then advanced instruction for those who qualify.

Number of Franchisees: 3 in Massachusetts.

In Business Since: 1957

Equity Capital Needed: $10, 900.

Financial Assistance Available: In certain instances for those who qualify financial assistance will be made available by the parent company for a portion of the total investment of $10, 900.

Training Provided: Franchisee receives a thorough indoctrination into the management and supervision of his Music Masters studio. The music instruction is presented by qualified music teachers who are indoctrinated into Music Masters own techniques. The period of training is normally 2 weeks at the Music Masters headquarters and 1-2 weeks at the franchisee's studio. An operations manual is supplied to the franchisee which clearly describes every detail of his operations.

Managerial Assistance Available: Members of the management team of Music Masters periodically visit the franchisee, review his operations, and advise him as to how to achieve optimum sales and profits. The management team is always available to discuss with the franchisee any specific problem regarding the personnel he employs or anything pertaining to the conduct of his day-to-day business.

Information Submitted: April 1973

PATRICIA STEVENS INTERNATIONAL, INC.
4361 Birch Street
Newport Beach, California 92660
J. Russell Calvert, President

Description of Operation: The Patricia Stevens Career Colleges and Finishing Schools are educational residence schools that operate throughout the United States and Canada. Subjects taught are merchandising, public relations, executive secretarial, professional modeling and finishing.

Number of Franchisees: 30 throughout the United States.

In Business Since: 1950

Equity Capital Needed: $25, 000.

Financial Assistance Available: No financial assistance is provided by the franchisor to the franchisee.

Train[illegible] weeks intensive training is provided at our Milwaukee educational headquarters, where we hold seminars for [illegible] [illegible]rly, both beginning and advanced. Also franchisees are taught to operate schools from an administration standpoint in Milwaukee and at other locations. Personal attention is provided on the side after school is open.

Managerial Assistance Available: National headquarters maintains experts in the field of school operation and Educational Headquarters in Milwaukee under the training supervisor and educational director. National and local advertising aids are provided together with visual aids, etc.

Information Submitted: May 1973

UP-GRADE TUTORING SERVICE, INC.
1566 Scriven Avenue
North Bellmore, New York 11710
Frank Levy, President

Description of Operation: UP-GRADE does both private and institutional tutoring and teaching. Much of the work is done in hospitals, drug rehabilitation centers, psychiatric institutions and in homes, etc. This operation is basically a part time program designed for educators interested in supplementing their income. Most offices operate from individual's home.

Number of Franchisees: 16 in New York and New Jersey.

In Business Since: 1969

Equity Capital Needed: $1135.

Financial Assistance Available: None.

Training Provided: Training consists of oral lessons and procedural manual. Time 2-4 weeks.

Managerial Assistance Available: Continuous assistance as necessary-no time limit set. Each franchised office continually receives materials and information to further develop and expand his business. Also included are all forms, stationery, bookkeeping procedures, business cards, and advertising materials.

Information Submitted: April 1973

EMPLOYMENT SERVICES

ACME PERSONNEL SERVICE
East 8940 Sprague
P. O. Box 14466
Opportunity, Washington 99214
D. Scott MacDonald, Franchise Director

Description of Operation: We have company-owned and franchised offices, operating to serve both applicant and employer clients in the placement of permanent personnel in all fields, from minimum wage up to upper level recruiting at income levels of $12,000-$50,000 or more. For permanent placements from minimum wage to $12,000 annual income, business is handled through "Acme Personnel Service." For employer-paid recruiting of permanent personnel in the salary range of $12,000 annual income on up, business is handled through "The Executive Suite." Territories are protected, and need not be renewed.

Number of Franchisees: 46 in 14 States.

In Business Since: 1946

Equity Capital Needed: Franchise fee is from $6,000 to $12,000 depending on the size of the market territory. We recommend from 50-100% for support capital.

Financial Assistance Available: Terms available for franchise fee. In addition, we may be able to lead a prospective franchisee to suitable financing sources, if they should be needed. We also participate in national co-op advertising in franchisee's market on a 50-50 basis, up to a maximum annual contribution. This advertising is optional.

Training Provided: Before opening his office, franchisee receives a unique, concentrated, one week training course. He is given and taught how to use our 400 plus company Guide, wh[illegible]ins the essence of our 27 years of experience. He is also trained to use our system of personnel placement, as w[illegible]l internal procedures necessary to the successful running of his business. Within 90 days after he opens, he receiv[illegible] personal visit from the franchise director and/or corporate district manager. Annual conventions are full of training sessi[illegible].

Managerial Assistance Available: Continual assistance is available from the franchise director, and/or corporate district managers in franchisee's area, in advertising, applicant recruitment, job-order promotion, internal staffing and training, bookkeeping and other internal operations, etc. All new forms, procedures, ideas, and aids of any sort whatever are sent to franchisee on a regular basis, usually weekly. Franchisee receives free national advertising exposure, free job-order promotion materials sent into his market quarterly, and other assistance as he requests.

Information Submitted: May 1973

ALLIED PERSONNEL CORPORATION
973 Florida National Bank Building
Jacksonville, Florida 32202
Thomas W. Pierce, Vice President-Franchising

Description of Operation: National employment agency offering a complete range of personnel placement services to individuals and employers. Offices handle all types of positions including commercial, secretarial, clerical, accounting, technical and executive fields.

Number of Franchisees: 16 in 7 states.

In Business Since: 1960

Equity Capital Needed: $6,000 to $10,000.

Financial Assistance Available: Franchisor may finance up to 40 percent of franchise fee and will furnish guidance and assistance for additional financing.

Training Provided: Thorough training and schooling in all phases of general employment agency operations as well as specific office operational details. Training includes minimum of two weeks in company home offices in Jacksonville, Florida, and 2 weeks at franchised office location. Complete and detailed training and operational manuals are provided for counselors, receptionists and managers. Routine follow-up, inspection and training in franchised offices is also provided. Additional training is available at all times for any franchisee or employee at company home offices.

Managerial Assistance Available: Company offers complete on-the-spot assistance in office selection, layout, furnishings and equipment. Initial staff selection and training is also provided. Continuous guidance is available at all times from home office. Position openings are distributed to all offices and a continuous flow of information and guidance on placements, methods and techniques is provided.

Information Submitted: April 1973

BAILEY EMPLOYMENT SYSTEM, INC.
608 Ferry Boulevard
Stratford, Connecticut 06497
Sheldon Leighton, President

Description of Operation: National chain of cooperating employment service offices marketing the skills of white-collar workers with secretarial, clerical, sales, technical, administrative and professional backgrounds to companies needing employees with proficiencies in those areas of competence. Complete access to applicants and job orders registered with other Bailey Employment System offices allows the franchisee a "bank" of qualified applicants with which to work at all times. Information between Bailey offices flows quickly and smoothly, giving each office a highly efficient method of locating and placing qualified people with client companies utilizing our services.

Number of Franchisees: 60 in 12 States.

In Business Since: 1960

Equity Capital Needed: $6,250 to $17,250 depending on size of market being served.

Financial Assistance Available: If desired, up to 50% of purchase price may be financed at 6% simple interest per annum.

Training Provided: Complete training in the profitable operation of a Bailey Employment Service office is given to each franchise operator before a new office is opened for business. Our training courses may be audited again and again by the franchise operator and his or her staff at their convenience. Additional training in advanced techniques of professional placementship is offered 26 times a year. All such additional training is offered during non-working hours and is free of charge to all franchise operators and personnel. Conventions are held at least four weekends a year to insure continued interoffice cooperation, comradery and profits.

Managerial Assistance Available: Every conceivable service to insure the owner a profitable return on his or her investment is offered. Experts in licensing and site selection, advertising and public relations, business procedures and placementship techniques, accounting and bookkeeping, teaching and instructional services, as well as on-site field representatives are maintained on the payroll of the parent company for the benefit of the franchise operators.

Information Submitted: April 1973

BAKER & BAKER EMPLOYMENT SERVICE, INC.
2319 Crestmoor Drive
Nashville, Tennessee 37215
J. Daryl Baker, President

Description of Operation: Franchising of employment service agencies for small towns of 20,000 population and city suburbs - usually a "Momma and Poppa" operation.

Number of Franchisees: 29 offices open in 10 States.

In Business Since: 1967

Equity Capital Needed: $5,000 to $8,000 dependent on location, plus $1,500 working capital.

Financial Assistance Available: 50% of fee can be company financed.

Training Provided: Comprehensive training course at Corporate Headquarters and additional periodical on-the-job training at the franchise location.

Managerial Assistance Available: Selection of suitable locations, a nationally aimed public-relations program and instructions and materials for obtaining maximum publicity in local advertising media, all forms required for the first twelve months of operation, an established accounting system, national placement Tele-System operating between offices, assistance in interpreting State laws and complying with license regulations. Trained assistance on call at all hours on any agency problems.

Information Submitted: April 1973

BUSINESS MEN'S CLEARING HOUSE, INC.
150 South Wacker Drive
Suite 3200
Chicago, Illinois 60606
John J. Timney, Vice President

Description of Operation: Employment agency, specializing in the placement of salaried and professional employees.

Number of Franchisees: 15 in 12 States.

In Business Since: 1969

Equity Capital Needed: $15,000.

Financial Assistance Available: Assistance in arranging financing is available.

Training Provided: Minimum 10 day classroom type training for instruction in procedures, practices and methods of operating a Business Men's Clearing House Agency and 10 day on-site training commencing with the actual opening date of the office.

Managerial Assistance Available: Assists and/or advises its franchisees in the following; licenses application, site selection, lease negotiation, office design, furniture selection, establishment of files, telephone system set-up, advertising and promotional programs, credit and collection procedures and training of all office personnel during initial on-site training program. Continuing services include on-site audits, training seminars, advertising critiques, monthly newsletters and other assistance programs through correspondence, telephone and personal instruction on all matters relating to the operation.

Information Submitted: April 1973

C/M WORLDWIDE PERSONNEL CONSULTANTS, INC.
Suite 2207
First National Bank Building
Mobile, Alabama 36602
H. A. Peters, III, President

Description of Operation: C/M franchises ethical and professional personnel placement agencies, assisting job seekers in the clerical, administrative, sales and technical fields, from the beginner to top-level executive positions. Through a bi-weekly mailing, the top job orders and applicants from all offices are distributed throughout the system by the central office. The average operation employs six people varying with the market area. Exclusive areas are granted following county lines.

Number of Franchisees: 24 in 12 States.

In Business Since: 1962

Equity Capital Needed: $10,000-$25,000 depending upon size of area. Franchise is $6,500 plus an area charge of $400/100,000 population. Working capital will vary from $6-$10,000.

Financial Assistance Available: Partial financing can be arranged.

Training Provided: C/M offers a very comprehensive training program for all new franchisees, both at the headquarters offices and at the franchisee's office. The franchisee receives manuals and training tapes in addition to the regular training sessions. The company trains the initial staff of each office and holds seminars both nationally and regionally for training. Continuous counselling and help is available.

Managerial Assistance Available: C/M provides continuing assistance through headquarters guidance, periodic field trips, seminars, managerial memos and news letters. Constant up-dating of all manuals, training tapes, methods and techniques are provided.

Information Submitted: April 1973

CORPORATE PERSONNEL SERVICE
13 Corporate Square
Atlanta, Georgia 30329
A. H. Sautter, President

Description of Operation: A unique placement and recruitment service formulated and founded by 6 successful independent leaders of the industry with a total of more than 100 years' experience in employment agency operation. The Corporate Personnel formula encompasses placement/recruitment for all types of salaried positions on a local as well as a regional and national basis.

Number of Franchisees: 4 in Missouri, Nebraska, Georgia and North Carolina.

In Business Since: 1971

Equity Capital Needed: $10,000 to $15,000 depending on size and location.

Financial Assistance Available: Assistance in arranging financing is available.

Training Provided: Franchisor provides 3 weeks of initial training (2 at the home office in Atlanta and 1 at the franchisee's location) in all areas of agency operation including pre-opening functions (site selection, licensing, supplies and equipment) as well as after-opening operations (laws and regulations, accounting, advertising, staff employment and training). These and other topics are fully discussed in a comprehensive set of manuals provided to the franchisee.

Managerial Assistance Available: Continuous follow-up training and assistance is given in all areas of administration and operation. Through regular reporting, periodic visitation, and frequent telephone contact, managerial guidance and assistance is always available. All initial training and consulting services and all follow-up guidance and consultation is performed by one or more of the founders.

Information Submitted: May 1973

DUNHILL PERSONNEL SYSTEM, INC.
535 Fifth Avenue
New York, New York 10017
Edward Kushell, Vice President

Description of Operation: A national personnel service with offices in nearly 100 cities throughout the United States, Canada and Puerto Rico. Main areas of job activity; sales, administrative and technical as well as skilled clerical.

Number of Franchisees: 88 in 34 States, District of Columbia, Canada and Puerto Rico.

In Business Since: 1952

Equity Capital Needed: Based on a franchise price (which varies according to location) of $12,000: 50% of franchise price ($6,000) setting up expenses of $1,500 and 3 month's operating expenses of $7,500. Total $15,000.

Financial Assistance Available: Franchisor will accept balance of franchise price in promissory notes at current interest rates. When necessary, offer assistance in obtaining loan thru the SBA.

Training Provided: Two weeks intensive training in New York headquarters covering managing, marketing, marketing research, financial planning, applicant interviewing, selling, recruiting, advertising and publicity. Pre-training for setting up- and post-training visits by experienced staff. Complete manuals and forms are provided together with current promotional material.

Managerial Assistance Available: Continuous followup and support. Field trips to franchisee's office and constant telephone contact by President and Director of Field Operations as well as all new systems and procedures inaugerated by home office, regional meetings and one annual meeting of all offices. Established Franchise Advisory Council in 1972. Council members represent a cross-section of the country and members are franchise owners, Council acts in behalf of all franchise owners in conjunction with headquarters. New members are voted on by franchise owners once a year.

Information Submitted: June 1973

EMPLOYERS OVERLOAD COMPANY
EO Building
8040 Cedar Avenue South
Minneapolis, Minnesota 55420
Larry E. Miller, Vice President

Description of Operation: Temporary help.

Number of Franchisees: 20 in 9 States and Canada.

In Business Since: 1947

Equity Capital Needed: Depends on size of city.

Financial Assistance Available: Financing of temporary payroll.

Training Provided: One week training at headquarters and one week with franchisee in his new location.

Managerial Assistance Available: National account lists; listing of licensee's name and city in trade shows or booth exhibits; direct mail program; analysis of licensee's sales, promotional efforts and financial status; visit by field supervisor to licensee's office to assist in development of promotional sales; advice in selecting office staff.

Information Submitted: May 1973

ENGINEERING CORPORATION OF AMERICA
21 Arcade Drive
Ventura, California 93003
Vernon W. Haas, President

Description of Operation: Engineering job shop-Requires the franchisee to be an engineer and the only franchisee to our knowledge where the franchisee can make use of his engineering education and experience.

Number of Franchisees: 12 in 7 states.

In Business Since: 1951

Equity Capital Needed: $20,000.

Financial Assistance Available: Franchisor provides financing for all payroll.

Training Provided: 30 hours training plus 4 manuals.

Managerial Assistance Available: Assistance in all phases of the operation at any time.

Information Submitted: April 1973

FANNING ENTERPRISES, INC.
Department C
180 Broadway
New York, New York 10038
Gilbert C. Tucker, Vice President

Description of Operation: Franchised offices offer a complete range of personnel services including permanent placement in commercial, secretarial, professional, executive and technical positions.

Number of Franchisees: 47 in 14 States and Canada.

In Business Since: 1967

Equity Capital Needed: From $12,000-$14,000 depending on size of operation.

Financial Assistance Available: Up to 50% of the franchise fee.

Training Provided: Complete training in all aspects of operation, both at home office and franchisee's location. Comprehensive set of training and procedure manuals is provided.

Managerial Assistance Available: Full cooperation in office selection, furnishing, staff selection and business start-up.

Information Submitted: May 1973

GILBERT LANE PERSONNEL SERVICE

750 Main Street
Hartford, Connecticut 06103
Joseph P. Langton, Director of Franchise Development

Description of Operation: Gilbert Lane Personnel Service offers a broad based employment agency franchise which specializes in clerical, middle-management and professional level job placements. The company is a wholly owned subsidiary of Manpower, Inc., the world's largest temporary help service organization.

Number of Franchisees: 4 in New York, New Hampshire and Pennsylvania.

In Business Since: 1957

Equity Capital Needed: Franchise vary in cost from $5, 000 to $10, 000 depending on population in the particular marketing area.

Financial Assistance Available: Total investment would include franchise fee and approximately $3, 500 for pre-opening expenses to include-rent deposit, utility deposit, advertising, legal fees, etc. Additionally, $10, 000 strongly recommended for use as operating capital. Company does not offer any financing arrangements.

Training Provided: The owner/manager is required to attend an intensive 5 day training session at the company's home office. Additional training is conducted at franchisee's office for both himself and his staff.

Managerial Assistance Available: Gilbert Lane provides continuous guidance and assistance in all areas of agency management. Interchange of job openings and applicants through-out the Gilbert Lane network.

Information Submitted: April 1973

HARPER FRANCHISE CORPORATION

22 West 48th Street
New York, New York 10036
Maxwell Harper, President

Description of Operation: We specialize in executive, professional, technical, marketing, financial, E.D.P. and scientific personnel. All Fees are paid by our employer clients.

Number of Franchisees: 19 in 12 states.

In Business Since: 1966

Equity Capital Needed: $8, 500 to $20, 000.

Financial Assistance Available: Franchise fee can be financed. Example: 1/3 to 1/2 of the franchise fee is payable in advance. No further payment is made the first 12 months. The balance is then paid in a series of monthly payments during the next 24 to 36 months dependent on the total amount due.

Training Provided: No prior agency experience required. Training includes tapes, manual of operations, on-the-job training for franchisee and initial staff. Continuing consultation when requested for the entire franchise relationship. All of our training is under the personal supervision of Professor Arthur R. Pell, who developed the first university courses in employment agency management and counseling and is recognized as the leading agency training specialist in the country.

Managerial Assistance Available: Site selection. Assistance in selection of office includes negotiation of leases when required, office layout, assistance in selection of furniture and equipment, installation of systems and procedures. We provide job orders from national accounts and interchange of applicants and job orders among all the franchised offices.

Information Submitted: April 1973

HOMEMAKERS HOME AND HEALTH CARE SERVICES, INC.

The Upjohn Company
Kalamazoo, Michigan 49001
Robert C. Malaney, National Franchise Sales Manager

Description of Operation: Delivery of para-medical personnel for health care in the home and medical institution.

Number of Franchisees: 45 in 31 States.

In Business Since: 1967

Equity Capital Needed: Minimum of $10, 000.

Financial Assistance Available: We offer our franchisees accounts receivable financing at a modest interest rate.

Training Provided: We conduct a one-week intensive training program at our General Office in Kalamazoo, Michigan.

Managerial Assistance Available: We extend to all franchisees the counsel of both our zone managers and our group directors, as well as the assistance, upon request, of our staff in Kalamazoo.

Information Submitted: April 1973

I. B. A., INC.
Suite 908
49 East 4th Street
Cincinnati, Ohio 45202
John M. DeStefano, Sr. Vice President

Description of Operation: Private employment search and placement agency.

Number of Franchisees: 11 in 9 States.

In Business Since: 1966

Equity Capital Needed: $15,000 to $20,000.

Financial Assistance Available: None

Training Provided: Three weeks in home office and three weeks in the field.

Managerial Assistance Available: Continuing field visits generally at a rate of 10-15 the first 12 months for a period of 1-3 days per visit.

Information Submitted: May 1973

LABOR POOL OF AMERICA, INC.
521 South Andrews Avenue
Ft. Lauderdale, Florida 33301
A. C. Sorensen, President

Description of Operation: Temporary labor and domestic temporary personnel service.

Number of Franchisees: 34 in 20 States.

In Business Since: 1946

Equity Capital Needed: $15,000-$25,000 depending on market size.

Financial Assistance Available: Growth capital financing for franchisees whose growth is greater than anticipated-normally loans of 12 months or less duration with monthly amortization at current interest rates.

Training Provided: One week's training at company's home office, including on-the-job training, plus one to two weeks' on-the-job training at franchisee's office after opening.

Managerial Assistance Available: Advice, assistance and preparation of advertising, marketing, recruiting and screening procedures; advice on insurance coverages, with some master policies available; advice on training and selection of additional personnel; national account data; comparative sales and operating statistics, help with financial and accounting procedures.

Information Submitted: April 1973

MANAGEMENT RECRUITERS INTERNATIONAL, INC.
1255 Euclid Avenue
Cleveland, Ohio 44115
Alan R. Schonberg

Description of Operation: Personnel placement service business under the names of "Management Recruiters," "Sales Consultants," "OfficeMates/5," and "CompuSearch."

Number of Franchisees: 200 in 36 states.

In Business Since: 1965

Equity Capital Needed: Minimum $15,000-Maximum $40,000, depending on location.

Financial Assistance Available: Terms can be arranged on a portion of the initial franchise fee when said fee is of substantial sum.

Training Provided: Approximately 100 hours of intensive training at franchisor's headquarters plus additional field training during first few months of business.

Managerial Assistance Available: Continuing advice, guidance and assistance through correspondence, telephone, personal instruction, seminars and national and regional meetings.

Information Submitted: April 1973

MANPOWER, INC.

820 North Plankinton Avenue
Milwaukee, Wisconsin 53203
William J. Gallagher
Vice President, Franchise Operations

Description of Operation: Offers a complete line of temporary help services, which include office, industrial, technical, marketing, inventory and data processing division as well as maintenance, guard service, medical, dental service station business plus many more.

Number of Franchisees: 380 in all states and 37 countries.

In Business Since: 1948

Equity Capital Needed: $15,000 minimum.

Financial Assistance Available: A minimum investment of $15,000 is necessary to open a new Manpower franchise office... $4500 covers initial purchase price and includes initial supplies, training, use of servicemark, etc. The remainder is used for operating capital.

Training Provided: Intensive 5-day mandatory training course conducted at the home office is scheduled for all new franchisees and their personnel. In addition, on-site training with an experienced field advisor is scheduled after the franchisee starts operations. Periodic training seminars are offered to maintain proficiency in operations.

Managerial Assistance Available: Manpower provides continued management service for as long as the franchisee remains in the program. Included are such areas as accounting, advertising, managing people, personnel administration, etc. Complete manuals of operation, forms and procedures with direction are provided. Area managers plus a home office franchise department are available to work closely with franchisee in any office including visits to assist solving problems. Manpower meets with and supports a franchise group elected by the franchisees at-large to represent them in the research and development of the franchise program as well as policies and procedures. Manpower also provides national sales and advertising coverage, plus specialists are available in each of its divisions to make local sales calls for the franchisee.

Information Submitted: May 1973

NATIONAL TEACHER PLACEMENT BUREAU, INC.

Suite 930 Williamson Building
215 Euclid Avenue
Cleveland, Ohio 44114
Don F. Cermak, President

Description of Operation: NTPB, Inc., offers a unique type of employment agency for educators to supplement their earnings. Open only during the summar months (June, July and August) each agency secures employment for teachers in public, private and parochial school systems at the elementary, secondary and college levels. This includes newly certified teachers, as well as established teachers desiring to change schools or who have to relocate.

Number of Franchisees: 7 in Ohio, Illinois, Pennsylvania, and Alabama.

In Business Since: 1969

Equity Capital Needed: $5,500 minimum.

Financial Assistance Available: The company will accept one half the franchise fee down and the balance payable (without interest) on the following September 15th being the close of the current or next teacher placement season.

Training Provided: Two days intensive training conducted at the home office.

Managerial Assistance Available: The company conducts continuing training programs for all of its personnel, regional and national meetings in order to improve expertise, upgrade efficiency and maintain morale.

Information Submitted: April 1973

THE OLSTEN CORPORATION
1 Merrick Avenue
Westbury, L. I., New York 11590
John J. Husic, Jr., Vice President

Description of Operation: Providing personnel to all types of businesses on a temporary basis. We provide temporary workers for clerical, industrial, light labor, marketing and engineering positions.

Number of Franchisees: 27 in 16 States.

In Business Since: 1948

Equity Capital Needed: $10,000-$15,000.

Financial Assistance Available: Will factor accounts receivable to provide working capital.

Training Provided: Two weeks classroom training and two weeks field training as well as periodic visits during the start up period to assist franchisee to become operational.

Managerial Assistance Available: Continuous ongoing assistance in all facets of the business including technical assistance, legal, insurance, marketing, sales and other areas of temporary help.

Information Submitted: May 1973

OTI SERVICES, INC.
485 Madison Avenue
New York, New York 10022
Nathan W. Picker, Chairman of the Board

Description of Operation: OTI Services, Inc. operates under wholly-owned as well as licensed offices, temporary help services of personnel skilled in clerical office duties. They also operate full employment services for placing permanent employees, and, inaddition, "blue collar" workers in the industrial field.

Number of Franchisees: 3 (plus 11 company owned) in New York, New Jersey, Connecticut, Pennsylvania, Louisiana.

In Business Since: 1945

Equity Capital Needed: $15,000 to $20,000.

Financial Assistance Available: No direct financial assistance; however, franchisor is willing to spread out terms of franchise fee (and in certain situations royalty payments) with franchisee.

Training Provided: Franchisees spend a week in training at the central OTI Services, Inc. headquarters, then in various phases of the operation, receive in-the-field training at the site of the licensees' operation ranging from two to six weeks. Thereafter, periodic visits are made by the franchisor for guidance purposes interspersed with telephonic and written assistance.

Managerial Assistance Available: Franchisor supplies operation manuals to franchisee. In addition, franchisor makes a specified number of visits to franchisee's office at franchisor's expense (and thereafter at franchisee's expense if requested by the latter). Franchisor will also furnish sales leads in franchisee's area whenever possible; furnish franchisee with new developments in the business; and advise franchisee of credit procedures and other procedures generally necessary in the operation of the business.

Information Submitted: April 1973

PARTIME, INC.
Two Industrial Boulevard
Paoli, Pennsylvania 19301
Howard W. Scott, Jr., President

Description of Operation: Furnishing skilled office, technical, sales, and marketing personnel and industrial workers to clients on temporary, as needed, basis.

Number of Franchisees: 60 in 19 states and South America.

In Business Since: 1956

Equity Capital Needed: $15,000. to $35,000.

Financial Assistance Available: Franchisor finances entire temporary help payroll, franchise fee may be partially financed at no interest charge, and repaid only out of the business's revenues.

Training Provided: One full week of formal, centralized manager and service representative training with additional field training provided immediately after office opening.

Managerial Assistance Available: Continued headquarters guidance through weekly newsletter and bi-monthly, monthly, and quarterly reports. Constant field training follow-up visits; national and regional seminars.

Information Submitted: April 1973

PERSONNEL POOL OF AMERICA, INC.
521 South Andrews Avenue
Fort Lauderdale, Florida 33301
A. C. Sorensen, President

Description of Operation: Temporary personnel service furnishing RN's, LPN's (LVN's) Aides, Attendants, Companions and Medical-Clerical personnel for assignments in patients' homes, hospitals and nursing homes.

Number of Franchisees: 50 in 23 States.

In Business Since: 1966

Equity Capital Needed: $20,000 to $30,000 depending on market size.

Financial Assistance Available: Growth capital financing for franchisees whose growth is greater than anticipated - normally loans of 12 months or less duration with monthly amortization at current interest rates.

Training Provided: Two weeks' training at company's home office, including on-the-job training, plus two weeks' on-the-job training at franchisee's office after opening.

Managerial Assistance Available: Advice, assistance and preparation of advertising, marketing, recruiting and screening procedures; advice on insurance coverages, with some master policies available; advice on training and selection of additional personnel; national account data; comparative sales and operating statistics; help with financial and accounting procedures.

Information Submitted: April 1973

PLACE MART FRANCHISING CORP.
20 Evergreen Place
East Orange, New Jersey 07018
M. B. Kushma, President

Description of Operation: Employment agency.

Number of Franchisees: 14 in New Jersey and New York.

In Business Since: 1962

Equity Capital Needed: $10,000-$15,000.

Financial Assistance Available: None

Training Provided: Intensive training at corporate office from 3 to 6 weeks, then follow-up training at franchisee's location for the next 3 months. Periodic systematic supervisory follow-up.

Managerial Assistance Available: Continuous training and supervision from field personnel, seminars, training sessions, newsletters, new ideas and systems constantly introduced. Monthly franchise meetings discussing policies and administrative problems and exchange of ideas for mutual help.

Information Submitted: April 1973

REPUBLIC PERSONNEL, INC.
109 East Main Street
Norfolk, Virginia 23510
Richard F. Sassa, Vice President

Description of Operation: General employment agency.

Number of Franchisees: 27 in 19 States.

In Business Since: 1966

Equity Capital Needed: $18,500 plus $8,000 operating capital.

Financial Assistance Available: Will finance up to 50% of the $18,500.

Training Provided: There is a four week training period at franchisor's office plus at least two weeks at franchisee's office upon opening, periodic training sessions, and follow-up by field representatives.

Managerial Assistance Available: In addition to above training for franchisees and, subsequently, their management personnel, advice and assistance in site selection, equipment and furniture acquisition, lease negotiations, advertising, recruitment and screening of personnel; centralized training for all personnel; financial advice and budgetary assistance; guidance through weekly and monthly newsletters; regional seminars; constant follow-up visits and guidance from field representatives.

Information Submitted: May 1973

RICHARD P. RITA PERSONNEL SYSTEM
60 Washington Street, Suite 1308
Hartford, Connecticut 06106
E. Michael Ellovich, Vice President/Marketing

Description of Operation: Executive search/personnel placement agencies temporary placement agencies.

Number of Franchisees: 80 nationwide.

In Business Since: 1956

Equity Capital Needed: $15,000 to $20,000 (depending on area).

Financial Assistance Available: Company will assist in financing.

Training Provided: Three weeks intensive training in franchisee's office and continual assistance.

Managerial Assistance Available: Franchisor will support and assist franchisee in all phases of his operation.

Information Submitted: April 1973

ROBERT HALF PERSONNEL AGENCIES, INC.
330 Madison Avenue
New York, New York 10017
Robert Half

Description of Operation: Specialists in the placement of financial and electronic data processing personnel...at an average salary of $15,000 annually. All fees are paid by companies. Offices are in major metropolitan areas only. Wide geographic territories are offered, however, placement can be made anywhere in the world. Approximately 20% of each office's income is derived as a result of cooperative placements with another affiliated office. New offices are started with a range of between 300 to 500 active job orders plus applicants convenient to the new office.

Number of Franchisees: 36 in 23 States and Canada.

In Business Since: 1948

Equity Capital Needed: $25,000

Financial Assistance Available: None.

Training Provided: Two weeks in New York office plus one week at the time of the opening of the office, in addition to frequent follow-up trips and phone calls. The franchisor provides a detailed manual and training kits to facilitate training.

Managerial Assistance Available: Home office asstance when necessary plus continued guidance and instruction. Every franchise gets full use of the R-H professional advertising in magazines, booklets, letters and newspapers.

Information Submitted: April 1973

THE ROLAND COMPANIES, INC.
3435 Wilshire Boulevard
Los Angeles, California 90010
Karl D. Franke, Vice President
Roland Agencies-Southern California

Description of Operation: The Roland Companies specializes in the placement of white-collar personnel, both permanent and temporary. Placement of men is accomplished at all levels--clerical, sales, executive, technical, account, professional--with client firms in every field of business Similarly, the placement of women is at all levels, ranging from clerical to highly skilled. When presented to the employer, each applicant is described by means of a Roland verified capabilities report which verfies that all references have been checked, aptitude tests of required skill and of intelligence and personality have been administered, and a work patterns analysis has been drawn up on the subject applicant. Through a system of job order distribution, all Roland offices, learn speedily of all positions available throughout the country that are pertinent to their applicants. The Temporary Division "rents" skilled white-collar personnel to employers' offices on an hourly rate for periods of 4 hours to indefinite lengths of stay.

Number of Franchisees: 3 in California, New York and Illinois.

In Business Since: 1952

Equity Capital Needed: Approximately $15,000 in equity capital; working capital depends on size of proposed franchise usually ranging from $10,000 to $25,000.

Financial Assistance Available: Partial financing of initial franchise fee can usually be arranged.

Training Provided: Formal training is conducted either at national headquarters or at regional headquarters in Denver, Los Angeles, or New York. Owner training consists of three weeks of Management Academy, up to four months of counsel or training, and a minimum of one week's training in temporary help service. Also provided is placement training for two apprentice counselors. During the owner's counselor training period, he can be paid on the basis of $600 a month against any commissions earned, and his apprentice counselors are paid while at franchisor's office for any commissions earned in permanent placement.

Managerial Assistance Available: Managerial assistance is available in all phases of management. If and when assistance is required, the franchise director, national training directors client relations director, advertising director and field placement representatives and consultants, all specially trained, are available for specific problems related to the operation of a franchise.

Information Submitted: July 1973

S-H-S INTERNATIONAL
121 South Broad Street
Philadelphia, Pennsylvania 19107
Arthur M. Schneider, President

Description of Operation: S-H-S International franchises a highly ethical and professional personnel placement agency system. S-H-S offices assist the job seeker in the clerical, secretarial, administrative, accounting, sales and technical fields from entry-level through top-level executive positions.

Number of Franchisees: 25 in 9 States.

In Business Since: 1956; franchising since 1964.

Equity Capital Needed: Minimum $15,000-$18,000.

Financial Assistance Available: The amount of the franchise fee varies according to area and is outlined completely in the franchise kit. Of this fee, approximately 20% can be paid over a period of time, at no additional cost after the franchise opens. The balance of the fee as well as the balance of the total investment must be available as cash.

Training Provided: A comprehensive two-week program is held in Philadelphia that is mandatory for all franchisees; the first week is placement counsellor training, the second week is devoted to manager training. As soon as the franchise opens, another full week is provided. Followed by 2 to 3 days as a re-training session 8 to 10 weeks after opening. After that, National Headquarters visitations of 1 to 2 days duration are provided every 3 to 4 months. A full set of training tapes and aids are also available.

Managerial Assistance Available: S-H-S provides continual assistance in the form of visitations, seminars, the managerial newsletter "Focus," the counsellor magazine "In Depth," updated operational manuals, training tapes and aids and collect telephone calls are accepted for the first three months that a franchisee is in operation.

Information Submitted: April 1973

SALES CONSULTANTS INTERNATIONAL
A Division of Management Recruiters International, Inc.
Cleveland, Ohio 44115
Alan R. Schonberg, President

Description of Operation: Employment agency offering an opportunity to join an organization involved solely in the recruiting and placement of salesmen, sales managers, sales engineers, and marketing people.

Number of Franchisees: 60 offices in 30 States.

In Business Since: 1957

Equity Capital Needed: $15,000 to $20,000 (average).

Financial Assistance Available: Assistance in arranging financing for qualified applicants.

Training Provided: Three weeks training at the company headquarters in Cleveland, Ohio. All leasing, telephone installation, and various set-up problems are handled by the Cleveland office. There is also an additional two weeks on-the-job training in new site, plus frequent advisory visits. Day or night telephone conferences with the staff in Cleveland are always available by way of an instantaneous telecommunications system.

Managerial Assistance Available: Continuing through home office and field operation staff.

Information Submitted: April 1973

SNELLING AND SNELLING, INC.
2 Industrial Boulevard
Paoli, Pennsylvania 19301
Robert W. Nolan, Vice President Sales

Description of Operation: Employment service offering full range of employment activity in both blue collar and white-collar fields, specializing in all types of positions-secretarial, typing, bookkeeping, administrative, sales, and technical positions from draftsmen to research chemists. Average operation has six employees. Offices can be opened in cities normally 25,000 population or higher depending upon makeup of area.

Number of Franchisees: 530 in 46 States and South America.

In Business Since: 1951

Equity Capital Needed: $10,000 to $25,000.

Financial Assistance Available: None.

Training Provided: Two weeks training at home office in Paoli, Pa. Additional training in the field for franchisee and his employees. His employees may be sent at any time free of charge to training classes given in Paoli and throughout the country. Training includes the use of copyrighted training manuals-one for the manager, one for each employment counsellor and the receptionist. Company is constantly available for counselling and 11 Regional Directiors travel throughout the U.S. meeting and helping offices to operate.

Management Assistance Available: Continued headquarters guidance through communication systems and periodic field training visits and national and field seminars.

Information Submitted: April 1973

SPEER PERSONNEL CONSULTANTS
230 Peachtree Road, N.E., Suite 2100
Atlanta, Georgia 30303
Charles Barfield, General Manager

Description of Operation: Speer is a general agency. Working in the following areas on a national basis: E.D.P., Sales Management, Administrative, Technical, and Clerical. The salary levels average $9,000 up with average placements running in the $8,000-$10,500 range.

Number of Franchisees: 6 in 6 States.

In Business Since: 1969

Equity Capital Needed: $15,000-$25,000 average

Financial Assistance Available: None.

Training Provided: Our Licensee receives 3 weeks initial training. Two weeks in the home office, and one week in his new office. The training is very complete and includes all phases of agency operations and counselor functions. Sales motivation and sales techniques are emphasized. On a continuing basis, SPC cross lists applicants and job orders on a national basis. Staff visits quarterly, plus assistance as needed.

Managerial Assistance Available: Constant managerial assistance is provided via consultation with licensee. Licensee is required to submit monthly report. Report is analysed and recommendations are made as needed. In addition to the quarterly training visits by a qualified staff member, the licensee is free to visit Atlanta at any time for additional consultation as desired.

Information Submitted: May 1973

A TO Z INTERNATIONAL, INC.

2727 North Central Avenue
Phoenix, Arizona 85004
Thomas J. English, President

Description of Operation: A to Z International, Inc., based on expertise developed over 13 years in the rental industry, will select the most rentable commercial initial inventories through its 80 plus vendors. The licensee places one order and all the items are drop-shipped into his business location. Rental shop equipment is sold on a discounted basis.

Number of Franchisees: 56 in 24 states.

In Business Since: 1960

Equity Capital Needed: 25% down payment-varies with basic inventory package of $23,400 to $63,500. Should have down payment and minimum of or access to $10,000 working capital.

Financial Assistance Available: Initial inventory packages can be financed for up to five years with 25% down payment. Add-on purchases financed up to five years with as little as 10% down payment. Smaller day to day purchases, under $1,000, carried on open account at minimal monthly service fee.

Training Provided: On-job training at closest existing A to Z licensee. Maximum training period-2 weeks. Training not on theoretical level but on practical money-making, customer oriented level. A to Z pays the licensee to train the manuals are available.

Managerial Assistance Available: A to Z provides various how-to-do-it manuals, such as bookkeeping, publicity guides, location guide, and an ad-ease book (a book describing, in layman's terms, step-by-step procedures of placing newspaper ads). Also supplied, advertising glossies. Additional provisions are outdoor display signs, accounting forms, inventory control cards and rental contracts.

Information Submitted: May 1973

APPARELMASTER, INC.

Brown Street
Lawrenceburg, Indiana 47025
James R. Wahl, Executive Vice President

Description of Operation: Apparelmaster, Inc. offers a unique business service recommended highly for owners of laundry and drycleaning establishments. Licensed Apparelmaster services include uniform, career apparel, dust control and miscellaneous rental systems and guidance, data processing invoicing and inventory control, etc.

Number of Franchisees: 102 in 33 states.

In Business Since: 1971

Equity Capital Needed: License of $9,880 or $8,900 if paid in lump sum.

Financial Assistance Available: None

Training Provided: On-going.

Managerial Assistance Available: Operation and other manuals provided. Managerial and technical assistance provided on every aspect of the industry for life of franchise.

Information Submitted: June 1973

TAYLOR RENTAL CORPORATION

570 Cottage Street
Springfield, Massachusetts 01104
Wilbert L. Bourque, Vice President

Description of Operation: A franchised Taylor Rental Center operates a general purpose rental business carrying a complete selection of rental items including commercial and industrial equipment as well as home owner items. Building required is minimum 3,000 square feet with parking for 6-8 cars.

Number of Franchisees: 227 in 30 states.

In Business Since: 1947

Equity Capital Needed: $15,000 to $25,000.

Financial Assistance Available: Down payments to franchisor range from $10-20,000 on typical initial equipment and supplies shipments of $40-60,000. The balance may be financed through one of several banks. Finance notes (5 year 60 payments schedule) are endorse and guaranteed by the franchisor. The franchisor normally offers growth inventory financing with no down payment requirements. Franchisee has option to arrange own outside financing.

Training Provided: Comprehensive training at a company owned, training and operating center for one week at no charge to franchisee. Advanced on-the-job training for a minimum of one week in another established center.

Managerial Assistance Available: Assistance is offered in locating proper site. Taylor provides either regional or main office dealer service representatives to assist both new and established dealers in all phases of operations. Various qualified staff people are available at the main office to assist dealers in any activity requiring immediate action. A computorized monthly status report provided to franchisees provides current income and inventory data on every piece of rental equipment on a percentage return against original cost basis. Taylor provides all franchisees with a descriptive product book including a suggested rental rate guide which is updated continuously to reflect current equipment and rate changes.

Information Submitted: May 1973

UNITED RENT-ALL, INC.
10131 National Boulevard
Los Angeles, California 90034
Fred H. Claridge
National Director of Franchise Sales

Description of Operation: Consumer-oriented rental stores with full-line of inventory ranging from garden and yard tools, sporting goods and camping equipment, exercise equipment, television and stereo, convalescent and medical equipment, party goods (tables, linens, chairs, flatware), camera and projection equipment, automotive tools, light contractor and do-it-yourself equipment and Hertz or other one-way and local rental trucks. Located in clean, attractive stores in growing metropolitan communities throughout the country.

Number of Franchisees: 285 in 46 States.

In Business Since: 1948

Equity Capital Needed: $14,000 and working capital.

Financial Assistance Available: Two-thirds of franchise fee may be financed over ten years, and 85% of rental equipment inventory financing arranged for five years. Store fixtures, signs and miscellaneous equipment leased over term of franchise. Land and custom-designed building leased over term of franchise. Blanket or group all risk, liability, casualty conversion, health, accident and life insurance. Purchasing through home office offers benefits of broad-base power. All available at election of franchisee.

Training Provided: Two weeks classroom and practical on-the-job training at home office and in company-store, including rental concepts, equipment familiarization and maintenance, counter systems, cash and accounting methods, inventory control and management, advertising, promotion, customer relations, store security, employee management, telephone techniques, insurance, purchasing, cooperative and commission renting, all provided prior to opening. Subsequent training offered key employees.

Managerial Assistance Available: Company's complete staff available for consultation at the request of the franchisee. Operations Manual up-dated periodically and periodic in-store consultations with field management personnel in regions, in-store consultations with field management personnel in regions, includes budget, cash, revenue forecasts. Inventory substitutions may be made through purchasing to aptimize profitability. Purchasing, operations, advertising, real estate, construction departments maintained to assist in continuous operations.

Information Submitted: May 1973

FOOD-DONUTS

CALIFORNIA DONUTS
1543 West Olympic Boulevard
Los Angeles, California 90015
Ronald Nissenson, President

Description of Operation: Manufacture and retail donuts, baked and sold on the premises of each shop. Located in; supermarkets and distinctively designed free standing units. The franchise and training fee is $5,000. An additional $2,000 is needed for inventory and license fees.

Number of Franchisees: 39 in California.

In Business Since: 1962

Equity Capital Needed: $7,000. -(Total Cost.)

Financial Assistance Available: Franchise program may be financed. Weekly monies due are paid for one week after monies are due.

Training Provided: 4 weeks training (7 days a week) and constant supervision as long as franchisee requires it.

Managerial Assistance Available: Complete manual of operations given to each operator. A staff of trained bakers and supervisors and maintainance man are available at all times for help when and where needed. Whenever possible we supply a baker or supervisor to relieve operators for some time off.

Information Submitted: April 1973

COUNTRY STYLE DONUTS
4300 Williamsburg
Richmond, Virginia 23231
Diane Barbuto

Description of Operation: Retail and wholesale-of-donuts.

Number of Franchisees: 34 in Virginia, New Jersey and Canada.

In Business Since: 1946

Equity Capital Needed: $8,000 to $15,000.

Financial Assistance Available: Financing of package-up-to-two-thirds-of-total-cost.

Training Provided: From 3-weeks-to-2 months.

Managerial Assistance Available: Training of key personal and constant baking and managerial service.

Information Submitted: April 1973

DONUTLAND, INC.
Post Office Box 2152
405 Grand Avenue
Loves Park, Illinois 61111
Ted G. Roell, President

Description of Operation: Retail Coffee & Donuts.

Number of Franchisees: 11 in Illinois, Iowa, Wisconsin.

In Business Since: 1965

Equity Capital Needed: $15,000.

Financial Assistance Available: We finance the balance of $25,000 needed for a franchise. Guarantee of lease.

Training Provided: Training in the making of our product and in the operation of your shop.

Managerial Assistance Available: Continual training and supervision. Constant inspection of physical plant for the life of franchise.

Information Submitted: May 1973

DUNKIN' DONUTS OF AMERICA, INC.
Post Office Box 317
Randolph, Massachusetts 02368
Director of Franchising

Description of Operation: Coffee and donut shops. Manufacture and sale of donuts at retail. Over 52 varieties of hand-cut donuts made fresh every 4 hours. Coffee never more than 18 minutes old. Beverages. Turn-key operation. Company secures location, constructs building, and provides financial assistance to qualified franchisees.

Number of Franchisees: 700 in 36 states and Canada, and Japan.

In Business Since: 1950

Equity Capital Needed: Franchise fee, $22,000 or $27,000 depending on geographical area. Working capital, approximately $9,000.

Financial Assistance Available: Equipment package financed for 3 years.

Training Provided: Four-week training course for franchisees at Dunkin' Donuts University.

Managerial Assistance Available: Continuous managerial assistance.

Information Submitted: April 1973

MISTER DONUT OF AMERICA, INC.
Subsidiary of International Multifoods Company, Inc.
89 Providence Highway
Westwood, Massachusetts 02090
Richard A. Niglio, President

Description of Operation: Franchised donut & coffee shops-drive-ins and walk-in units. Retail selling of more than 44 varieties of donuts and nonalcoholic beverages, primarily coffee. Located on well traveled streets, near schools, churches, shopping centers, amusements and entertainment. Each shop produces its own donuts in its own kitchen.

Number of Franchisees: 360 in 36 states, Canada and Japan.

In Business Since: 1955

Equity Capital Needed: Equipment package-$29,900; franchise fee-$3,500 working capital-$4,500. Cash down payment $3,500. Real Estate and building is responsibility of franchisee but location is subject to Mister Donut's approval.

Financial Assistance Available: Equipment can be financed by company with 33-1/3% down payment. Smaller down payment for qualified applicants. Financing over 60 months at current interest rates.

Training Provided: Continuous professional 5 weeks training program, consisting of practical as well as classroom training at company school in Westwood, Massachusetts.

Managerial Assistance Available: An area representative is permanently located at company expense in each area of the United States and Canada for managerial assistance to franchise operators. The company maintains a quality control department as well as a research and development department, marketing and advertising services, to assist franchise owners. Location analysis, lease negotiation, and building design and construction, is also provided by MISTER DONUT personnel.

Information Submitted: April 1973

SPUNDNUT INDUSTRIES, INC.
450 West 17th South
Salt Lake City, Utah 84115
Duane R. Wold, President

Description of Operation: Retail, retail-wholesale, & drive-in/drive-up locations manufacturing and selling raised and cake doughnuts known as Spudnuts, using both conventional and frozen products, made with potatoes using an old German recipe. Also, complete In-store bakery unit using frozen products.

Number of Franchisees: 250 in all states, Canada, and Japan.

In Business Since: 1939

Equity Capital Needed: $10,000 to $55,000, depending on type of operation.

Financial Assistance Available: Time payments with good credit are available.

Training Provided: Pre-training at company plant if necessary and one to three weeks in their own shop with company traine Guidance on store layout and design.

Managerial Assistance Available: Complete Know-How manual furnished to new dealers covers all facets of operation, accounting, advertising, production, personnel, etc. District and field men are available at all times and make frequent visits. Advertising, etc., furnished free of charge.

Information Submitted: May 1973

TAS-T-O DONUTS OF AMERICA, INC.
4728 University Drive
Huntsville, Alabama 35805
Ernest L. Wood, Chairman of the Board

Description of Operation: Tas-T-O Donuts offer a complete, ready-to-operate donut shop. The total package price of $34,400 includes the building, equipment and sign package, a comprehensive training program, extensive quality control follow-up program and top quality supplies at group prices delivered to each unit. The Tast-T-O building in a unique candy-striped design is totally relocatible and is manufactured in the Tas-T-O facilities. Tas-T-O locates primarily on shopping center aprons and is open from 6 a.m. to 10 p.m. seven days a week.

Number of Franchisees: 56 in 9 Southeastern states.

In Business Since: 1968

Equity Capital Needed: $10,000.

Financial Assistance Available: A total investment of $34,400 is necessary to open a Tas-T-O Donut Shop. $5,000 is payable upon sale, $5,000 upon the signing of the lease for the unit, and the balance is financed. Tas-T-O assists franchisees in arranging this financing which is usually set up on a seven year, 84 payment basis.

Training Provided: A thorough, twenty-four day, mandatory training course is scheduled for all new franchisees and their managers. Training covers all phases of donut operations, product quality and management prices. Ten days of this training are conducted at the home office training facility and in one of the company training stores, and fourteen days at the franchisees unit conducted by Tas-T-O's Operations Staff.

Managerial Assistance Available: Tas-T-O provides continual managerial guidance through monthly inspections, financial analysis, bookkeeping preparation, insurance procedures and answering day-to-day problems as they arise. Monthly quality control visits guarantee the public a standard, top quality product thoughout the system and a standardized image which provides maximum sales and profits to individual franchisees.

Information Submitted: April 1973

FOOD-GROCERY/SPECIALTY STORES

CHEESE SHOP INTERNATIONAL, INC.
44 Mason Street, Post Office Box 661
Greenwich, Connecticut 06830
Cornelius Hearn III, President

Description of Operation: Retail sale of fine cheese, gourmet foods, related gift items and wines where permissible. Typically located in a Shopping Center or on Main street of better suburban communities.

Number of Franchisees: 72 in 21 States.

In Business Since: 1965

Equity Capital Needed: Variable $20,000-$40,000.

Financial Assistance Available: None.

Training Provided: Four weeks; five days per week actually working in an existing Cheese Shop under the direction of a company expert.

Managerial Assistance Available: In addition to the training we provide an expert to help during the Grand Opening week. On a continuous basis we accept collect phone calls to plan and advise on all purchases necessary to run the business. This service includes discussing the following as applies to various suppliers: availablility of product, freshness, specials, quality, next arrivals, trucking routes, air freight, costs, etc. It also includes recommending where to place a given order for a certain product at that particular time. This service is optional and typically done on a weekly basis. We also organize promotions, designed to increase sales. Continuous supervision and advice in all phases of retail operations is provided.

Information Submitted: April 1973

CHEESE VILLA STORES, INC.
3482 Oakcliff Road, N.E.
Atlanta, Georgia 30340
J. L. Strange, President

Description of Operation: Retail speciality food stores featuring cheese and related products in major regional mall shopping centers.

Number of Franchisees: 30 in 13 States.

In Business Since: 1971

Equity Capital Needed: $25,000 to $70,000.

Financial Assistance Available: None

Training Provided: Two weeks in training school and one week on-the-job.

Managerial Assistance Available: Regular inspections, accounting systems, purchasing systems, advertising and P. O. P. materials.

Information Submitted: April 1973

CONVENIENT FOOD MART, INC.
John Hancock Center
875 North Michigan Avenue, Suite 1401
Chicago, Illinois 60611
William R. Sandberg, National Sales Director

Description of Operation: Grocery stores are a uniform 3000 square feet in size with ample parking. Stores are open 365 days a year from 7:00 A.M. 'til midnight. Stores stock complete lines of top name national brand merchandise normally stocked in a chain supermarket (except fresh red meat requiring cutting at store level). In the greater metropolitan Chicago area stores are franchised directly by parent company named above. In other areas CFM franchises regional territories to a franchisor under a licensing agreement who, as an independent contractor, in turn, franchises stores to individuals. The regional franchisor selects locations, negotiates with investors to build the stores, and takes a long term lease, subleasing same to CFM owner-operators.

Number of Franchisees: 501 throughout the USA.

In Business Since: 1958

Equity Capital Needed: $18,000.

Financial Assistance Available: Financing of seven years up to $42,000 for fixtures, equipment and signs, interest currently at the rate of 7 1/2% added on. In most areas short term financing is available of up to $10,000 of grocery inventory.

Training Provided: Pre-store opening training up to 6 weeks (4 weeks minimum) given to owner-operator in an operating store. Continuous training throughout life of business provided by up-todate manuals, bulletins, and on-the-spot counseling usually once a week by qualified, competent personnel to include, but not limited to, merchandising, advertising, promotion, inventory control and store management.

Managerial Assistance Available: Continuous in-field counseling, quality control, and annual area educational meetings and seminars.

Information Submitted: April 1973

CONVENIENT INDUSTRIES OF AMERICA, INC.
981 South 3rd Street
Louisville, Kentucky 40203
John A. Elsner, Secretary

Description of Operation: Convenient Industries of America, Inc. offers a unique retail food mart operation. Each store is 3,000 square feet in area with ample front parking. Stores are open 8 A.M. to midnight seven days a week. National and leading local brands are featured to provide a fast seven minute service to the customer.

Number of Franchisees: 165 in Kentucky, Indiana, Tennessee, Illinois, and Massachusetts.

In Business Since: 1960

Equity Capital Needed: $25,000.

Financial Assistance Available: Owners must provide his original capital investment of $25,000. C.I.A. will assist.

Training Provided: Six week in store training. Store owners have the advantage of trained coordinators who are available for additional training and supervision. Periodic training sessions are held for owners when they need it in specific areas.

Managerial Assistance Available: Stores are provided with management training, complete bookkeeping services, cash control, merchandising and advertising, suggested retail pricing, approved suppliers.

Information Submitted: April 1973

CORNER STORE FRANCHISE, INC.
2050 Elmwood Avenue
Buffalo, New York 14207
Richard Nowak, Franchise Sales Director

Description of Operation: Convenience-type grocery stores, 2400-2700 sq. ft.

Number of Franchisees: 15 in New York.

In Business Since: 1969

Equity Capital Needed: Approximately $13, 650.

Financial Assistance Available: Guaranty of bank debt for fixtures and furnishings amounting to approximately $36, 000-$38, 000, and of store lease rent where appropriate. Financing of debt for initial inventory and supplies, amounting to approximately $18, 000. Advances to meet current trade payables during initial phases of operation. Above are all contingent on satisfaction as to franchisee's credit and background.

Training Provided: Several weeks prior to store opening: training in ordering, stocking, employee hiring and scheduling, Receiving, cashing and banking procedures and store maintenance.

Managerial Assistance Available: Central bookkeeping and bill paying assistance; frequent visits by supervisor to stores; assistance in "breaking in" new employees; central advertising and promotional services. Operating manuals provided. All services continue throughout period of franchise.

Information Submitted: April 1973

JITNEY-JUNGLE, INC.
453 North Mill Street
Jackson, Mississippi 39207
Howard V. Blair, President

Description of Operation: Convenience food store franchise operation. Stores operated only through single and multi-store Franchise Operators under the registered names of Jitney Jr. or Jr. Food Marts. Most stores are three dimensional: groceries, fast food and self-service gasoline. Major concentration in rural communities.

Number of Franchisees: 189 in 7 States.

In Business Since: 1919

Equity Capital Needed: $4, 000 to purchase inventory.

Financial Assistance Available: None needed. Company finds locations, secures lease, fixtures store and loans operator additional $4, 000 to purchase additional inventory. Amount loaned is self-liquidated after five years of successful operation.

Training Provided: District Manager provides in-store training, assists in merchandising store, accounting procedures, store operation, store auditing, grand opening, vendors contacting and seasonal merchandising.

Managerial Assistance Available: Continuous contact is made by District Managers and perpetual assistance is provided.

Information Submitted: April 1973

LIBERTY BAKERIES FRANCHISES
316 State Street
Hackensack, New Jersey 07601
Irv David, Executive Vice President

Description of Operation: Retail bake shops. All baking is done in central commissaries and delivered oven fresh twice daily by Liberty's own trucks to the retail bake shops. Extra sales and profits are realized from a coffee bar which is included in the shop.

Number of Franchisees: 14 in Massachusetts.

In Business Since: 1922

Equity Capital Needed: $15, 000.

Financial Assistance Available: Franchisor will arrange financing for the balance of $10, 000 bringing the total turnkey investment to $25, 000.

Training Provided: Two weeks of intensive practical training in the baking plant at the headquarters in W. Springfield, Mass., and two weeks of constant daily assistance during the franchisee's opening. Weekly review of operations of each franchisee by Liberty Bakeries management.

Managerial Assistance Available: Field supervisors visit each location weekly to review the franchisee operations to achieve optimum sales and profits.

Information Submitted: April 1973

LI'L GENERAL STORES
5303 South MacDill Avenue
Tampa, Florida 33611
Emerson R. Marshall, Franchise Regional Manager

Description of Operation: Convenience Food Store.

Number of Franchisees: 30 in 2 States.

In Business Since: 1960

Equity Capital Needed: $10,000.

Financial Assistance Available: The buying of the parent company.

Training Provided: Two weeks training plus on the job through duration of the franchise.

Managerial Assistance Available: Complete expertise of the entire executive staff on down through store training manager.

Information Submitted: May 1973

MAJIK MARKET
Munford, Inc.
68 Brookwood Drive N.E.
P. O. Box 7701 Station C
Atlanta, Georgia 30309
Paul S. Richard, Sales Manager-Franchise Division

Description of Operation: Majik Markets offers individual and area franchises for convenience food stores. Units size is 2,400 square feet; operates 7 days. Individual franchise suited for owner/operator. Area franchise available in most States except where Majik Market now operates. Area franchises require a specific number of stores to be opened during the term of the franchise. Self-service gasoline format also available.

Number of Franchisees: 1,150 (including company owned) in 15 States.

In Business Since: 1948

Equity Capital Needed: Individual franchise fee is $5,000 plus inventory approximately $12,000. Area Franchises require no fee, but applicant must have substantial new worth.

Financial Assistance Available: Financing available to qualified parties for individual franchise fee of $5,000 and equipment. Franchisee is accountable for land and building and lease negotiations.

Training Provided: Four week training provided at home office in Atlanta, Georgia covering all phases of operations, in Majik Markets, including daily operating procedures, security, merchandising, advertising and bookkeeping.

Managerial Assistance Available: Continuous operating assistance provided by skilled account representatives in all areas of operations. Constant monthly merchandising program offered. Financial statements and operating analysis submitted monthly. Also a manual of operating procedures and all accounting forms are made available to the franchisee.

Information Submitted: May 1973

MOTHER NATURES NUTRITION CENTERS, INC.
76 Garth Road
Scarsdale, New York 10583
Richard Wall, Executive Vice President

Description of Operation: Operates health food stores.

Number of Franchisees: 4 in New York, Connecticut, and Rhode Island.

In Business Since: 1970

Equity Capital Needed: $25,000

Financial Assistance Available: Limited credit up to $1,000 for products purchased.

Training Provided: 1 week in store, 1 week administrative, plus continuous consultation.

Managerial Assistance Available: Complete manuals, forms, systems, guidance in setting up store and in operations.

Information Submitted: April 1973

OPEN PANTRY FOOD MARTS, INC.
Suite 200
75 East Wacker Drive
Chicago, Illnois 60601
Richard S. Rogers
National Franchise Director

Description of Operation: Open Pantry Food Marts, Inc., is a national franchisor of "regional territories." The regional franchisor licenses individual store owners within the territorial boundaries established by the regional licensing agreement. Open Pantry stores are highly stocked miniature supermarkets open from early morning to midnight every day of the year. The stores are limited to company specifications (2000-2500 sq. ft. with parking) and are designed to facilitate fast, convenient purchase of daily grocery needs. Income is derived from a fee based on a percentage of total sales. Real Estate locations are selected by company real estate representatives.

Number of Franchisees: 250 in 23 States.

In Business Since: 1962

Equity Capital Needed: $15,000-individual store franchise, $30,000 Regional franchise.

Financial Assistance Available: Regional franchisor arranges for financing of equipment fixtures and initial inventory. This financing is pre-arranged through the assistance of Open Pantry Food Marts, Inc.

Training Provided: Regional franchisors are provided complete headquarter training, plus continuous assistance throughout life of contract by expert field representatives. Store franchisees receive 3 weeks in-store training, plus continued assistance from regional field experts.

Managerial Assistance Available: Continued management service is furnished throughout the life of the franchise. In case of store franchise the services rendered include, but are not limited to, bookkeeping, merchandising, advertising, supervision, inventory, correct product mix and fiscal control.

Information Submitted: April 1973

QUIK STOP MARKETS, INC.
Post Office Box 1745
Fremont, California 94538
William Yancey, Vice President

Description of Operation: Quik Stop provides a fully equipped and completely stocked retail convenience grocery store under a long term lease. Each store is approximately 2,000 sq. feet with adequate off-street parking. Stores are required to be open a minimum of 16 hours daily, seven days per week. Some locations are also equipped to sell gasoline on a self-service system.

Number of Franchisees: 70 in California

In Business Since: 1965

Equity Capital Needed: $5,000 minimum.

Financial Assistance Available: Down payment of $5,000 -$6,000 depending upon the type of store; pays for franchise fee, security deposits, change fund and training. Inventory of $15,000 is paid from profit of business on open account with Quik Stop.

Training Provided: A complete manual of instructions is provided as well as in-store training under experienced supervision.

Managerial Assistance Available: Quik Stop provides continual management service including bookkeeping, advertising, pricing, and inventory control. Field managers visit store regularly to offer assistance.

Information Submitted: May 1973

ROCKVIEW DAIRIES, INC.
7011 Stewart & Gray Road
Downey, California 90241
John W. Jeffreys, Franchise Director

Description of Operation: Drive-In Dairy and related items includes milk, butter, orange juice, punch, eggs, beer, gasoline, cleaners, photo-mat, etc.

Number of Franchisees: 8 in California.

In Business Since: 1968

Equity Capital Needed: $10,000.

Financial Assistance Available: Inventory-Financial Assistance-Advertising.

Training Provided: One week in-store operations.

Managerial Assistance Available: Selecting merchandise, salesmanship, advertising and general operations.

Information Submitted: April 1973

THE SOUTHLAND CORPORATION
2828 North Haskell Street
Dallas, Texas 75204
Palmer J. Waslien, Franchise Director

Description of Operation: Convenience Grocery Stores.

Number of Franchisees: 1,857 in 19 States.

In Business Since: 1956

Equity Capital Needed: $15,000.

Financial Assistance Available: $5000 cash down and balance paid out of operation over a reasonable time period.

Training Provided: One week of specialized in-school training plus ample in-store training, plus 1 week in a special store.

Managerial Assistance Available: Continuous assistance from field representative.

Information Submitted: April 1973

SUNNYDALE FRANCHISE SYSTEM, INC.
400 Stanley Avenue
Brooklyn, New York 11207
Joe Stocken, Vice President

Description of Operation: Sunnydale Franchise System, Inc. offers an ultra modern completely equipped retail convenience food store. Each store is approximately 1,000 to 1,500 square feet. Our stores are open 7 days a week from 8 a.m. to 10 p.m.

Number of Franchisees: 19 in New York.

In Business Since: 1963

Equity Capital Needed: $17,500.

Financial Assistance Available: The total cost of a Sunnydale Franchise store is $39,000. $17,500 cash is required and $31,500 balance is payable over a 10 year period in equal installments. The company does its own financing if the operator has a good credit rating. The $17,500 includes a $10,000 inventory.

Training Provided: A complete 5 week training program covering all phases of the store operation. The trainee is paid during the program. Both on-the-job and office training is used.

Managerial Assistance Available: Sunnydale provides constant supervision in regard to advertising, buying, inventory control, bookkeeping, cleanliness etc. Complete manuals of operations and forms are provided.

Information Submitted: May 1973

SWISS COLONY STORES, INC.
51 Alpine Park
Monroe, Wisconsin 53566
John Grey Davis

Description of Operation: Retail stores offering popularly priced, high quality domestic and imported cheeses, sausage, European style pastries, candy, specialty foods and gifts. Located primarily in Regional Shopping Centers.

Number of Franchisees: 68 in 33 States.

In Business Since: 1964

Equity Capital Needed: Approximately $50,000 plus leasehold improvements.

Financial Assistance Available: Financing on equipment available up to approximately $15,000.

Training Provided: One week mandatory, thorough training at home office in Monroe, Wisconsin, covering all phases of store operation.

Managerial Assistance Available: Continuous supervision in store at intervals by highly qualified company personnel. Constant high volume monthly merchandise program offered.

Information Submitted: April 1973

TELECAKE INTERNATIONAL
2265 East 4800 South
Salt Lake City, Utah 84117
Clarence L. Jolley, President

Description of Operation: National cake by phone service. Franchisee is usually a retail bakery.

Number of Franchisees: 806 in all States excluding Alaska, Vermont and Alabama.

In Business Since: 1971

Equity Capital Needed: $210.

Financial Assistance Available: None

Training Provided: None

Managerial Assistance Available: Continual direction of the operation of the Telecake system is provided.

Information Submitted: May 1973

VIRGINIA HARDY'S OVEN, INC.
110 East Wisconsin Avenue
Suite 1302
Milwaukee, Wisconsin 53202
Fred Shapiro

Description of Operation: Baking specialty pies and breads.

Number of Franchisees: 10 in 8 States.

In Business Since: 1969

Equity Capital Needed: $21,500.

Financial Assistance Available: Yes

Training Provided: Four weeks training program. Store must be owner operated.

Managerial Assistance Available: Continuous.

Information Submitted: May 1973

WHITE HEN PANTRY DIVISION
JEWEL COMPANIES, INC.
666 Industrial Drive
Elmhurst, Illinois 60126
T. F. Klein, Di[illegible]tor of Franchising

Description of Operation: A White Hen Pantry is a convenience type food store of 2,500 sq. ft. with up front parking for 10 to 15 cars. The store is open from 7:00 A.M. to 11:00 P.M., 7 days a week. Product line includes delicatessen service, fresh bakery goods, fresh produce and a wide variety of the most popular staples. White Hen Pantries are franchised to local residents who become owner-operators of a "family business."

Number of Franchisees: 173 in Illinois, Indiana, Wisconsin and Massachusetts.

In Business Since: 1965

Equity Capital Needed: $8,000

Financial Assistance Available: Total investment averages $16,000. Investment includes approximately $12,500 merchandise, $1,600 security deposit, $200 cash register fund, $400 supplies, $100 to $200 for licenses and $1,000 processing fee. A minimum investment of $8,000 is required. Financial assistance available.

Training Provided: Classroom and in-store training precede store opening. A special training facility is established for this purpose. Detailed operations manuals are provided. Store counselor visits are regular and frequent.

Managerial Assistance Available: This is a highly organized program. Services provide all merchandising, accounting, promotion, advertising and group insurance. Store counselor visits are regular and frequent.

Information Submitted: April 1973

FOOD-ICE CREAM/CANDY/POPCORN/BEVERAGES

BARNHILL FRANCHISE CORPORATION
2855 West Market Street
Akron, Ohio 44313
Robert W. Barnhill, President

Description of Operation: Gay 90 style ice cream parlors and restaurants, also featuring candy and gift items. Parlors may be located in malls, strip centers or free standing buildings. Large ice cream concoctions, children's brithday parties and broiler food is featured.

Number of Franchisees: 5 in Ohio, Pennsylvania and Michigan.

In Business Since: 1966

Equity Capital Needed: Approximately $87,500.

Financial Assistance Available: None

Training Provided: Complete and thorough. Required 30 day minimum on-the-job training in the company operation in Akron, Ohio. The training covers fountain, kitchen, floor, candy and gift and office procedures.

Managerial Assistance Available: B. F. C. provides all normal supervision for the life of the franchise operations, manuals, accounting systems, etc., are provided.

Information Submitted: May 1973

BASKIN-ROBBINS, INC.
1201 South Victory Boulevard
Burbank, California 91506
Larry Cummings, Franchise Manager

Description of Operation: Retail ice cream store. Franchisor selects site for Baskin-Robbins store. Upon securing a satisfactory lease, the store is completely equipped, stocked with merchandise, and brought to a point where it is ready to open. This complete store is then sold to a qualified individual under a franchise after intensive training.

Number of Franchisees: Over 1,300 in 42 States and Canada.

In Business Since: 1945

Equity Capital Needed: Approximately $20,000.

Financial Assistance Available: Approximately $20,000 is minimum capital required at the present time. An additional amount of $8,000 to $10,000 can be financed.

Training Provided: A complete training program is provided. On-the-job training in operating store under the guidance of experienced supervisors.

Managerial Assistance Available: Continuous merchandising program, accounting procedures, counsel and insurance program (optional).

Information Submitted: May 1973

BRESLER'S 33 FLAVORS, INC.
4010 West Belden Avenue
Chicago, Illinois 60639
Kenneth J. McGuire
Executive Vice President

Description of Operation: Multi-flavor specialty ice cream shops-featuring ice cream cones, hand-packed ice cream, complete soda fountain and made-to-order ice cream specialty items.

Number of Franchisees: 240 in 30 States and Canada.

In Business Since: 1962

Equity Capital Needed: Approximately $18,000.

Financial Assistance Available: A present total investment of approximately $35,000 is required of which approximately 50% is in cash. Franchisee may obtain own financing, or at his request franchisor will attempt to obtain financing to the extent of 50% of the total required initial investment, repayable over a 5 year period.

Training Provided: Classroom and in-store training comprising a maximum of three weeks duration.

Managerial Assistance Available: Franchisor assists franchisee in all aspects of shop operation, record-keeping, advertising and promotion and selling techniques. Manuals of operations and counseling are provided. Area licensees and home office field personnel are available to visit stores regularly.

Information Submitted: April 1973

CALICO COTTAGE CANDIES, INC.
9 Crescent Street
Hewlett, New York 11557
Leonard Wurzel, President

Description of Operation: Fudge center-owner makes fudge, using simple method-sells it at wholesale to various retail outlets.

Number of Franchisees: 35 in 7 States.

In Business Since: 1965

Equity Capital Needed: Fudge center $3,000.

Financial Assistance Available: None.

Training Provided: One day, all facets of operation are covered.

Managerial Assistance Available: Continuous guidance in technical, sales and merchandising problems.

Information Submitted: April 1973

CARVEL CORPORATION
430 Nepperhan Avenue
Yonkers, New York 10701

Description of Operation: Retail ice cream shops, featuring both hard and soft ice cream, manufactured by the store owner in the shop for on and off premises consumption. Specializing in full line of ice cream (36 flavors, 60 varieties) for all occasions. Also cakes and dessert items.

Number of Franchisees: Over 600 stores operating in 15 States.

In Business Since: Carvel franchising ice cream stores since 1948. In business since 1934.

Equity Capital Needed: Approximately $15,000.

Financial Assistance Available: Contacts and counsel in arranging needed finance

Training Provided: Complete in store three-week training period covering actual store operation and including complete standard operating procedure manual.

Managerial Assistance Available: Continuous in-field counseling covering merchandising, quality control, advertising, promotion, and annual area educational seminars.

Information Submitted: May 1973

CHARTER NATIONAL CORPORATION

5915 North Green Bay Avenue
Milwaukee, Wisconsin 53209
Gene Clark, Vice President, Sales & Marketing

Description of Operation: Merchandising space electronic home coffee brewer and special filter pak coffee developed for this brewer by the Coca Cola Company.

Number of Franchisees: 8 in Wisconsin, Illinois, Ohio, Kentucky and Alaska.

In Business Since: 1971

Equity Capital Needed: $5,000-$10,000.

Financial Assistance Available: Kind and amount depending on financial statement of individual.

Training Provided: Intensive field training in franchisee's area for one week plus continuous training available at home office. Complete audio visual programs with updating included.

Managerial Assistance Available: Charter National Corporation provides continuous management and technical assistance for the life of the franchise which includes operations manuals with updating, company bulletins and personal visitation.

Information Submitted: May 1973

COURTESY INTERSTATE CORPORATION

P. O. Box 2071
1411 West Palm Street
San Diego, California 92101
Duane C. Remsnyder, President

Description of Operation: In-the-room Hotel/Motel Coffee service.

Number of Franchisees: 35 throughout the United States.

In Business Since: 1961

Equity Capital Needed: Variable--as required to purchase business of existing franchisees. Reasonable working capital.

Financial Assistance Available: Open account credit equal to analysis of franchisee's capacity. Trade show and Trade journal advertising and promotion.

Training Provided: 1 to 3 day contingent upon territory and individual involved. All areas are presently filled.

Managerial Assistance Available: On location generally, and included in 1 to 3 day training program.

Information Submitted: April 1973

DAIRY ISLE & DAIRY ISLE SNACK SHOPPES

Commissary Corporation
45237 Cass - Post Office Box 162
Utica, Michigan 48087
David K. Chapoton-Vice President

Description of Operation: Soft Ice Cream stores.

Number of Franchisees: 120 in 8 States.

In Business Since: 1951

Equity Capital Needed: $8,000 to $15,000.

Financial Assistance Available: Company assists qualified applicants in arranging financing.

Training Provided: 3 days or more depending on individuals being trained plus follow up calls during the operating season.

Managerial Assistance Available: Operations of unit and follow up promotional ideas and equipment purchasing.

Information Submitted: April 1973

INTERCONTINENTAL COFFEE SERVICE, INC.
5312 North Elston Avenue
Chicago, Illinois 60630
D. O. Bielenberg, President

Description of Operation: A broad county area franchise with direct sales to businesses and institutions primarily involving office employees with 10 to 100 people. The nature of the business is to place free restaurant quality coffee making equipment in a place of business and supply coffee, cream, sugar, etc. and free service to the locations.

Number Franchisees: 18 in 14 States.

In Business Since: 1965

Equity Capital Needed: $5,000 and up.

Financial Assistance Available: Liberal monthly rental programs on all equipment are given. Initial $2500 cash advance is paid and no franchise fees are paid except on the basis of monthly sales.

Training Provided: Both home office training and in-the-field training of as much as two weeks are required and provided. Complete services and training in sales, accounting, purchasing, and mechanical service are covered.

Managerial Assistance Available: Continuous weekly and monthly technical and motivational assistance is part of the on-going relationship between a franchise distributor and I.C.S. Complete manuals of operations, sales and company policies are provided. Home office personnel continues to work closely with each franchisee distributor for the duration of the life of the franchise. Yearly distributor meetings are conducted at the home office at company's expense.

Information Submitted: April 1973

KARMELKORN SHOPPES, INC.
101 31st Avenue
Rock Island, Illinois 61201
Robert J. Caparula
Franchise Director

Description of Operation: Karmelkorn Shoppes make and sell popcorn, popcorn confections, a variety of kitchen candies and related snack food items. New shoppes are 600 to 800 square feet in major shopping centers. Business hours are those established by the shopping center with minor variations. In most cases, the company accepts the primary lease liability and sublets to the owner-operator.

Number of Franchisees: 138 in 37 States.

In Business Since: 1930

Equity Capital Needed: $20,000 to $25,000.

Financial Assistance Available: The total investment in a Karmelkorn franchised Shoppe varies according to construction costs, and most in 1972 ranged from $35,000 to $45,000. Company assists qualified applicants in arranging conventional bank loans and S.B.A. loans. Franchisee has option to arrange his own financing.

Training Provided: Preliminary information by mail followed by intensive training in franchisee's shoppe. Length of training period varies with experience and needs of individual franchisee, but most complete the training within a week. All training is conducted by experienced, competent company training supervisors.

Managerial Assistance Available: Franchisee receives and is instructed in the use of a specially designed bookkeeping system and a complete operation manual. Training program includes managerial instruction. Training Supervisors visit Shoppes periodically and on an "as needed" basis. Monthly publication provides updated operational information. Management and supervisory service provided for the life of the franchise.

Information Submitted: April 1973

MISTER SOFTEE, INC.
901 East Clements Bridge Road
Runnemede, New Jersey 08078
Sidney Abowitz
Sales Franchise Manager

Description of Operation: Retailing soft ice cream products from a mobile unit, a complete dairy bar on wheels. Dealer is given a franchised area to operate. Mister Softee, Inc. maintains a supply department plus a service and parts department. Franchisees are supported with a merchandising, promotional, and advertising program.

Number of Franchisees: 2,200 in 31 States.

In Business Since: 1956

Equity Capital Needed: $3000.

Financial Assistance Available: Financing can be arranged for qualified individuals.

Training Provided: Franchisee is trained on his mobile unit in his franchised area for one week in merchandising, route planning, operation of the mobile unit, sanitation and maintenance.

Managerial Assistance Available: Area representative visits franchisee for continuing assistance periodically and suggesting improvements when needed. Standard operating procedure manual, service manual, accounting ledgers. Inventory control forms are provided to each franchisee.

Information Submitted: April 1973

SWENSEN'S ICE CREAM COMPANY
333 Pine Street, Suite 500
San Francisco, California 94104
William A. Meyer, President

Description of Operation: Swensen's Ice Cream Shoppes offer the complete range of ice cream operations from manufacture to sale. Each store manufactures its own ice cream from secret formulas and processes developed by the firm's founder Earle Swensen, who has been in the ice cream business in San Francisco since 1948. Franchisees deal with independent suppliers for their products and operate stores usually about 1200 square feet in size. The stores engage in the retail sale of ice cream and fountain products, as well as related items. They are complete ice cream parlors.

Number of Franchisees: 60 in 8 States.

In Business Since: 1963

Equity Capital Needed: $25,000 minimum.

Financial Assistance Available: Loans are made by independent financial institutions to qualifying franchisees.

Training Provided: Training consists of a five day ice cream making training program and one or more weeks of training in the preparation of fountain items and other ice cream products, store operation, accounting, hiring personnel, etc. Continuing training in the foregoing is provided as needed, as well as specialty training, i.e., special ice cream products such as pies, etc., from time to time.

Managerial Assistance Available: Complete operations manuals and forms are provided. Franchisees are provided with new flavor recipes and related promotional material monthly. Franchisor maintains full-time operations and product personnel who regularly visit stores to assist in managerial and product related areas. These people are available as requested by franchisees in addition to their regular visits. Monthly statements are sent to franchisor for analysis and comment.

Information Submitted: April 1973

SWIFT DAIRY & POULTRY COMPANY
115 West Jackson Boulevard
Chicago, Illinois 60604
J. L. Anson, Dipper Dan Manager

Description of Operation: Dipper Dan retail ice cream shoppe - featuring ice cream cones, soda fountain items, hand packed ice cream, ice cream speciality items, food items, and a party room. The store is completely equipped, fixturized, stocked with new merchandise. It is then sold to a qualified individual.

Number of Franchisees: 108 in 19 States, Nassau and Japan.

In Business Since: 1855

Equity Capital Needed: Approximately $15,000.

Financial Assistance Available: Financial assistance is available from Company.

Training Provided: A complete program is provided which includes pre-opening training and on-the-job training.

Managerial Assistance Available: The shoppe owner is continuously assisted in all phases of merchandising and shoppe operations.

Information Submitted: May 1973

FOODS-PANCAKE/WAFFLE/PRETZEL

INTERNATIONAL HOUSE OF PANCAKES
6837 Lankershim Boulevard
North Hollywood, California 91605
Leonard Freedman, Vice President, Franchise Sales

Description of Operation: Fast food family style restaurants-pancakes, steak and chicken dinners, sandwiches.

Number of Franchise: 400 units in 38 States.

In Business Since: 1958

Equity Capital Needed: $30,000 cash-total fee $60,000.

Financial Assistance Available: Total Franchise Fee $60,000-Franchisee pays $30,000 cash down payment, balance payable at minimum interest rate, weekly.

Training Provided: 6 weeks on-the-job with per diem and travel expenses paid by franchisor.

Managerial Assistance Available: Franchisor provides complete turn-key operation, opening supervision, hiring of capable personnel plus weekly visits and assistance from field coordinators. Complete manual of operations specifies in detail precisely how each menu item is prepared and served, how the business is to be operated profitably.

Information Submitted: May 1973

PERKINS PANCAKE HOUSES, INC.
15076 Pearl Road
Strongsville, Ohio 44136
Robert M. Geer, President

Description of Operation: Family-type pancake specialty restaurant serving pancakes (42 varieties), waffles, eggs, other foods. Served in early American decor.

Number of Franchisees: 132 in 19 States.

In Business Since: 1957

Equity Capital Needed: $32,000 minimum cash investment.

Financial Assistance Available: Lease or purchase arrangements for equipment and signs. Building plans and specifications provided.

Training Provided: Combination 4-week formalized training course and on-the-job training.

Managerial Assistance Available: Also provided is assistance and advice for lease negotiation, construction, opening the store, accounting, and continuing services after store opening (inspections, etc.).

Information Submitted: May 1973

SMITTY'S PANCAKE HOUSES, INC.
7216 Linden Avenue North
Seattle, Washington 98103
George R. Eberting, Franchise Representative

Description of Operation: Family type pancake speciality restaurant. Also serves steaks, salads and sandwiches.

Number of Franchisees: 40 in 7 States.

In Business Since: 1957

Equity Capital Needed: $40, 000

Financial Assistance Available: Assistance in obtaining equipment financing, equipment lease, sign lease, building plans and specifications.

Training Provided: Six week training for owner-manager. Training for cooks, waitresses, etc., also available.

Managerial Assistance Available: Provide assistance in-site selection, building financing, lease negotiation, store opening, accounting and continuous advisory assistance.

Information Submitted: May 1973

VAN'S BELGIAN WAFFLES, INC.
540 North Francisca Avenue
Redondo Beach, California 90277
Col. Douglas J. Horlander, Vice President

Description of Operation: The selling of the only and original Beligian waffles and crepes. Franchise agreements available in those States who do not have laws governing franchising. Training-supply agreement available for those States having laws governing franchising.

Number of Franchisees: 8 in Hawaii and California.

In Business Since: 1968

Equity Capital Needed: Approximately $20, 000.

Financial Assistance Available: None

Training Provided: Two weeks recommended, training is an on-going and never ending program at no cost to operator. Some operators have been able to complete training in three days.

Managerial Assistance Available: On-going and never ending on an "what and as" needed basis, at no charge to operator.

Information Submitted: April 1973

VILLAGE INN PANCAKE HOUSE, INC.
1111 South Colorado Boulevard
Denver, Colorado 80222
W. R. Benson, Treasurer

Description of Operation: Pancake house restaurants serving many varieties of pancakes, waffles, eggs, and other foods.

Number of Franchisees: 36 in 23 States.

In Business Since: 1958

Equity Capital Needed: $60, 000

Financial Assistance Available: Provides land, and building, and sub-leases to franchisee. When needed, helps in financing balance of equipment.

Training Provided: Six weeks or more, prior to opening plus training after opening.

Managerial Assistance Available: Continuous supervisory help. IBM accounting service, operating manuals furnished.

Information Submitted: April 1973

A & W INTERNATIONAL, INC.
922 Broadway
Santa Monica, California 90406
Ed. Kosan, Director of Franchises

Description of Operation: Drive-In-Walk-In Restaurants.

Number of Franchisees: 2,125 in 46 States.

In Business Since: 1919

Equity Capital Needed: $25,000 and up.

Financial Assistance Available: Equipment and building remodeling.

Training Provided: Two week training course-mandatory.

Managerial Assistance Available: Continuous assistance from field personnel.

Information Submitted: April 1973

ACROSS THE STREET RESTAURANTS OF AMERICA, INC.
620 United Founders Tower
Oklahoma City, Oklahoma 73112

Description of Operation: Family charcoal hamburger restaurant specializing in 1/4 pound hamburgers in 12 varieties, spaghetti, steaks, shrimp; telephone ordering system, Americana decor.

Number of Franchisees: 17 in 6 States.

In Business Since: 1964

Equity Capital Needed: $30,000 and up.

Financial Assistance Available: Franchisor will counsel franchisee in obtaining a loan.

Training Provided: Franchisor provides 14 days of training for franchisee's management at training center in Oklahoma City concerning all phases of operation; food preparation, cooking, make-up, procedures, etc. Franchisor's training personnel sent to franchisee's restaurant to assist for 10 days during restaurant opening.

Managerial Assistance Available: A. I. A. building plans & specifications provided to franchisee. Aid in site selection. Operations manual including policies, procedures, recipes, forms, etc.

Information Submitted: April 1973

THE ALL AMERICAN BURGER, INC.
1546 North Western Avenue
Los Angeles, California 90027
Aaron M. Binder, President

Description of Operation: Fast food restaurants.

Number of Franchisees: 3 in California.

In Business Since: 1968

Equity Capital Needed: $40,000.

Financial Assistance Available: $90,000 for ten years at 8-1/2% interest.

Training Provided: Full store and office training--6 weeks.

Managerial Assistance Available: Continuous supervision and inspection teams from franchisor to franchisee at no cost to franchisee. Thirty days from opening of store, franchisors provides full supervision.

Information Submitted: June 1973

ALL-PRO FRIED CHICKEN
1221 Banksville Road
Pittsburgh, Pennsylvania 15216
Leslie D. Misik
Director of Franchise Sales

Description of Operation: Franchised and company-owned fast-food restaurants; primarily fried chicken.

Number of Franchisees: 7 in New York, Pennsylvania.

In Business Since: 1967

Equity Capital Needed: $68, 500.

Financial Assistance Available: Will provide financial advice and assistance to franchisee in obtaining financing; assistance in dealing with commercial banks and the Small Business Administration, and MESBIC Programs.

Training Provided: Classroom and on-the-job training; Operations and accounting manual is provided; two weeks of classroom training, and three weeks of on-the-job training; graduation w/diploma on completion.

Managerial Assistance Available: Post-training assistance comprises of a qualified field supervisor assisting in organizing.

Information Submitted: April 1973

AMERICAN DAIRY QUEEN CORPORATION
Post Office Box 35286
Minneapolis, Minnesota 55435
D. C. Rober, Vice President, Franchise Development

Description of Operation: "Dairy Queen" stores are involved in the sale of "Dairy Queen" soft serve, which is a high quality semi-frozen dessert product made from a special formula, and "Brazier" fast foods consisting of hamburgers, cheeseburgers, chicken, hot dogs, chili dogs, cheese dogs, fish sandwich, barbecue, french fried potatoes, coffee, hot chocolate, onion rings, drinks and confectionary items.

Number of Franchisees: 4, 300 in 50 States and 11 countries.

In Business Since: 1962

Equity Capital Needed: $25, 000 liquid and $50, 000 networth.

Financial Assistance Available: We offer qualified licensees an opportunity to lease equipment from International Dairy Queen for a period up to 5-7 years which requires a security deposit. In addition, we offer qualified licensees an opportunity to purchase equipment on a conditional sales contract, which requires a down payment and is generally payable over five years.

Training Provided: Two weeks at our national training center in Minneapolis. On opening we have available the services of an opening team for three weeks.

Managerial Assistance Available: We have a operations speciality division in addition to regional and district managers, who provide continuing assistance involving store operation, product quality, customer convenience, product development, advertising, financial control, training, communication and incentives. In addition, we have a research and development department engaged in the development of new products, methods and procedures. We also offer sales promotion programs conducted through newspapers, radio, television, billboards, etc.

Information Submitted: May 1973

AMERICAN FAMILY STEAK HOUSE, INC.
2181 El Camino Real
Santa Clara, California 95051
Les Will, President

Description of Operation: Family style steak house.

Number of Franchisees: 17 in California.

In Business Since: 1963

Equity Capital Needed: $10, 000.

Financial Assistance Available: Procuring lease financing of equipment.

Training Provided: One month by company personnel.

Managerial Assistance Available: Monthly reports, Inspection of premises and advertising aids.

Information Submitted: May 1973

ANGELINA'S PIZZA INC.
596 Cleveland Street
Elyria, Ohio 44035
John V. Naidenoff, President

Description of Operation: A pizza business that is designed for a husband and wife to own and operate. Most of the business will be carry out. Our company sells the needed dry mix for the pizza dough and sauce.

Number of Franchisees: 3 in Ohio and Florida.

In Business Since: 1956

Equity Capital Needed: $5,000

Financial Assistance Available: Limited to the franchise fee.

Training Provided: Two weeks at a company store and one week at franchisee's store.

Managerial Assistance Available: We furnish a operators manual, daily register sheets, assist in advertising and give start up assistance and continuous advice when needed to conduct a profitable business.

Information Submitted: May 1973

ARMAN'S SYSTEMS, INC.
5106 Harbor Avenue
Portage, Indiana 46368
Carrol Sarkisian, President

Description of Operation: Fast food operation selling hot dogs, hamburgers, tacos and 53 flavors of ice cream.

Number of Franchisees: 10 in Indiana.

In Business Since: 1967

Equity Capital Needed: $20,000 down $65,000 total.

Financial Assistance Available: None, franchisee is to handle their own financing, company will go on lease. Also company build and lease back.

Training Provided: Training on the job at our company owned store. Also two weeks after restaurant is open with company supervision.

Managerial Assistance Available: We will be available at all times, any time assistance is needed. We keep a monthly check on percentages to see that they don't get out of line.

Information Submitted: May 1973

ARTHUR TREACHER'S FISH & CHIPS, INC.
2011 Riverside Drive
Columbus, Ohio 43221
Robert W. Maloney, Vice President

Description of Operation: Arthur Treacher's Fish & Chips is a limited menu, quick service operation offering fish produced by a patented process. All units are image building typical in interior and exterior design. Company furnishes site approval and guidance brown-line prints and specifications. Licensee must lease or purchase site, build or cause to be built, building and purchase and install equipment. Licenses are sold on an area basis only with performance contract.

Number of Franchisees: 160 in 24 States.

In Business Since: 1969

Equity Capital Needed: $50,000 to $250,000.

Financial Assistance Available: Terms for initial fee payment.

Training Provided: Ten day training for licensee or his personnel at Arthur Treacher's institute, opening assistance, continuous unit re-training.

Managerial Assistance Available: Full spectrum.

Information Submitted: April 1973

BAMBINO'S INTERNATIONAL, INC.
5012 Cook Road
Beltsville, Maryland 20705
Thomas J. McDonald, President

Description of Operation: Restaurants - featuring pizza, sandwiches, spaghetti diners, salad and beer. Seating for up to 100 customers. Catering to family trade. Located in shopping centers. Need between 2, 400 to 3, 200 square feet.

Number of Franchisees: 4 in North Carolina and Maryland.

In Business Since: 1958

Equity Capital Needed: $15, 000 to $20, 000.

Financial Assistance Available: Will assist in arranging financing for up to five years. Trade credit provided on all supplies.

Training Provided: Two to three weeks intensive training prior to opening. Two to three weeks on-the-job training in own restaurant under experienced supervisor after opening.

Managerial Assistance Available: Continuing inspections and supervisory training throughout term of franchise agreement, including but not limited to accounting, personnel matters, product control, advertising, and incentive programs directed to employees.

Information Submitted: May 1973

BEEF-A-ROO, INC.
6108 North Second Street
Loves Park, Illinois 61108
Dave L. DeBruler, President

Description of Operation: Fast food, limited menu, beef, ham, burgers, fish with related items.

Number of Franchisees: 15 in New Jersey, Michigan, Iowa, Wisconsin and Illinois.

In Business Since: 1967

Equity Capital Needed: $15, 000

Financial Assistance Available: None

Training Provided: On-the-job training plus two weeks at company headquarters.

Managerial Assistance Available: Managerial and technical assistance on a regular bi-monthly basis.

Information Submitted: June 1973

BIG SCOOP SUNDAE PALACE
1107 Tower Building
Seattle, Washington 98101
Steven W. Dow, Vice President

Description of Operation: Big Scoop is a family oriented eat-in restaurant featuring burgers, "super" sandwiches, fries, fountain beverages, exotic ice sundaes and old fashioned handpacked hard ice cream. The units are approximately 1, 600 sq. ft. and may be free standing with parking or incorporated in a shopping center. Big Scoops have old fashioned ice cream parlor decor in red and white. Most locations are open 7 days a week from 11 A.M. to 10 P.M.

Number of Franchisees: 36 in Washington and Oregon.

In Business Since: 1969

Equity Capital Needed: Approximately $12, 000 including working capital and inventory. Total investment is approximately $35, 000.

Financial Assistance Available: Franchisor will assist in financial arrangements.

Training Provided: Franchisee must attend two days of classroom training and a minimum of one week on-the-job training in one of our training stores. Franchisor's training supervisor spends at least one week prior to opening and the first week of operation with franchisee at his outlet.

Managerial Assistance Available: On-going supervision and assistance is provided throughout period of franchise by way of management advise, personnel training, monthly visits and inspections, group purchasing, monthly cost analysis and profit and loss statements, group advertising and new product testing. A complete manual of operations, bookkeeping and inventory forms and formulas for food preparation are provided. Location analysis, lease negotiation, building design and construction supervision are also provided. A liaison committee composed of franchisor and franchisee representatives meets monthly to make decisions on advertising and operations.

Information Submitted: May 1973

BLACK ANGUS SYSTEMS, INC.
13001 North East 14th Avenue
North Miami, Florida 33161
Harry S. Langerman, Franchise Director

Description of Operation: Restaurant and lounge. Usually a free standing building utilizing a western format and decor. Features char-broiled steaks at moderate prices. Also, features other main dishes. Choice of potato and salad is also available. Black Angus has its specialty drinks, as well as other cocktails. Lounge area is separate from the dining area.

Number of Franchisees: 19 in 6 States.

In Business Since: 1958

Equity Capital Needed: $75,000 minimum.

Financial Assistance Available: None

Training Provided: Owner and/or his managerial staff are trained for a minimum of two weeks in an open and operating Black Angus. Additional supervision is given at the time of opening.

Managerial Assistance Available: Black Angus will provide instruction in bookkeeping and auditing services.

Information Submitted: May 1973

BLIMPIE CORPORATION OF AMERICA
26 Journal Square
Jersey City, New Jersey 07306
Peter De Carlo, President

Description of Operation: Limited menu operation featuring speciality sandwichs (Blimpie) with taste and marketing concepts. No cooking cafeteria style-eat-in, take-out and driving.

Number of Franchisees: 96 in 5 States and the District of Columbia.

In Business Since: 1964

Equity Capital Needed: $10000-$20000.

Financial Assistance Available: Total investment ranges $50000-$55000 balance is financed over three years arrangements by parent company.

Training Provided: Comprehensive three week program training, coverage as needed during first few weeks in business.

Managerial Assistance Available: Continual monthly visits by area consultant.

Information Submitted: April 1973

BONANZA INTERNATIONAL, INC.
1000 Campbell Centre
8350 North Central Expressway
Dallas, Texas 75206
Walter J. Sodeman
Director of Franchise Development

Description of Operation: Franchisors of Bonanza Sirloin Pit Restaurants.

Number of Franchisees: 196 in 38 States.

In Business Since: 1963

Equity Capital Needed: Amount varies. Contact company for full information.

Financial Assistance Available: Contact company

Training Provided: 1 month on-the-job training, plus 2 weeks of pre-opening training in company classrooms.

Managerial Assistance Available: Continuous guidance; field sales consultants call upon franchisee at least twice per month.

Information Submitted: April 1973

BURGER CHEF SYSTEMS, INC.
250 North Street
White Plains, New York 10625

Description of Operation: Limited menu restaurants. Operation procedures and policies are standardized as are design and layout of building.

Number of Franchisees: Over 800 throughout the United States.

In Business Since: 1958

Equity Capital Needed: Available upon request.

Financial Assistance Available: None.

Training Provided: Regular uniform training under company supervision.

Information Submitted: April 1973

BURGER KING CORPORATION
P. O. Box 338, Kendall Branch
Miami, Florida 33156
Michael A. Reed, Director, Franchise Sales

Description of Operation: Self-service walk-in restaurant, specializing in hamburgers. Air-conditioned and heated. Seating of 75 or 104 people. Franchises available throughout the United States.

Number of Franchisees: More than 950 units operating in 38 States, Grand Bahama, Puerto Rico, and Canada.

In Business Since: 1954

Equity Capital Needed: $65,000. Net worth $125,000.

Financial Assistance Available: Financing available in local banks and selected national finance companies.

Training Provided: Company operated Management Training School providing extensive and detailed instruction in restaurant operation, equipment, bookkeeping for licensee's-management or both.

Managerial Assistance Available: Operational assistance is provided every 30 to 45 days or as needed through regional offices operated by Burger King Corporation.

Information Submitted: May 1973

BURGER QUEEN ENTERPRISES, INC.
#5 Village Square Shopping Center
P. O. Box 43126
Middletown, Kentucky 40243
George E. Clark, President

Description of Operation: Fast food restaurant.

Number of Franchisees: 40 in Kentucky and Indiana.

In Business Since: 1962

Equity Capital Needed: $25,000

Financial Assistance Available: Assistance in acquiring equipment loan.

Training Provided: Six weeks on-the-job training in company owned store.

Managerial Assistance Available: Continued assistance re: operations, accounting and taxes through coordinators and correspondence from Home Office.

Information Submitted: May 1973

CARROLS RESTAURANTS INTERNATIONAL, INC.
Sub. CARROLS DEVELOPMENT CORPORATION
P. O. Box 1094
Syracuse, New York 13031
Donald F. Devitt, Vice President

Description of Operation: "Carrols" is a limited menu restaurant. Each store contains approximately 2,700 square feet with seating for about 86 patrons. There is parking for fifty or more automobiles. The restaurant is open a minimum of 12 hours per day, 7 days a week. Carrols provides the building on long term lease to the franchisee.

Number of Franchisees: 16 in 8 States, Canada and Sweden.

In Business Since: 1960

Equity Capital Needed: $35,000.

Financial Assistance Available: The company does not provide financial assistance to the franchisee. A total of approximately $100,000 is necessary to open a Carrols restaurant.

Training Provided: New franchisee and their personnel are required to attend a two-week training course at the home office and on-site at a company training store. Additional training and supervision is provided at the opening of the franchisee's restaurant.

Managerial Assistance Available: Carrols provides continuous management services for the life of the franchise in such areas as bookkeeping, advertising, and inventory and quality control. Complete manuals of operations, forms, and directions are provided. Regional managers are available in all regions to work with franchisees and visit stores periodically to assist in solving problems. Carrols sponsors meetings of franchisees and conducts marketing and product research to maintain Carrols consumer acceptance.

Information Submitted: May 1973

CASEY JONES JUNCTION, INC.
6235 West Kellogg
Wichita, Kansas 67209
M. Eugene Torline, President

Description of Operation: A family restaurant catering to families with smaller children. It carries the railroad theme throughout in its decor, advertising, appearance, and atmosphere. Adds to the air of realism by having a train deliver hamburgers, etc. to the small-fries around the counter. Kitchens are open and offers excellent food at reasonable prices. Breakfast, lunch and dinner.

Number of Franchisees: 8 in 6 States any state in which the company may meet the requirements of the State Government. Emphasis is currently in Kansas, Nebraska, South Dakota, Missouri, Illinois, Arkansas, Oklahoma, Texas, New Mexico, Colorado and Wyoming.

In Business Since: 1968

Equity Capital Needed: From $8,000 to $40,000.

Financial Assistance Available: Financial assistance depends on the type of building, credit rating of the franchisee, judgment of their ability, the location of the restaurant, or furnish plans for a new building.

Training Provided: It is mandatory that the franchisee take at least two weeks training at the home office and participates in all functions of operating the restaurant as well as the accounting and bookkeeping. In addition the franchisee must be under the supervision of a company official for at least one week after their operation is opened.

Managerial Assistance Available: Technical assistance provided throughout term of franchise. Company will assist in any accounting problems at any time needed. Company will monitor all purchases and must approve of all purveyors as to quality of food, etc., and will receive copies of invoices so that they may compare prices, quality etc., with the entire system. Franchise operation inspected minimum of once every 6 months. Complete accounting statements must be provided to the franchisor each month. Should things appear to be wrong, immediate assistance is given the franchisee whether or not it is requested.

Information Submitted: April 1973

CASSANO ENTERPRISES, INC.
1700 East Stroop Road
Dayton, Ohio 45429
J. A. Middendorf, Franchise Director

Description of Operation: Pizza King Restaurants specializing in the sale of pizza, sandwiches and spaghetti; unit sizes range from 1,000 square feet to 2,500 square feet depending on the market. Sixty-four units now in operation primarily in Ohio, with 12 units under construction. Company actively seeking franchisees for all midwestern States.

Number of Franchisees: 10 in Ohio, Kentucky, Missouri, Illinois and Iowa.

In Business Since: 1953

Equity Capital Needed: Total package (excluding building and leasehold improvements) approximately $40,000. Cash investment about $20,000.

Financial Assistance Available: None

Training Provided: Four weeks in-store and classroom instruction in home office training stores under the guidance of Pizza King supervisors and managers.

Managerial Assistance Available: Marketing and advertising assistance, real estate assistance, accounting system both daily and monthly records, and engineering staff assistance. Regular visits from franchisor's representatives.

Information Submitted: May 1973

CHIC A SEA, INC
2004 Dabney Road
Richmond, Virginia 23230
Karl E. Schlebusch, Executive Vice President

Description of Operation: Each unit is a fast food Take Home Shop with plans also available for eat-in shops. The menu consists mainly of fried chicken, shrimp, oysters, clams, fish & chips, seafood dinners, french-fried potatoes, cold salads and drinks.

Number of Franchisees: 20 in North Carolina and Virginia.

In Business Since: 1968

Equity Capital Needed: $25,000

Financial Assistance Available: The $25,000 covers franchise fee, equipment, initial inventory and beginning operating capital. Franchisees with good credit ratings are usually able to obtain financing for a portion of the initial capital needed.

Training Provided: Franchisee and/or his manager is trained in the complete operation in a company-owned shop and then given training by our accounting staff on the keeping of his records, prior to opening his own shop. Staff assistance is provided for shop's opening and is available as needed.

Managerial Assistance Available: The Chic A Sea staff is available for assistance in-site location, planning and construction, equipment purchasing and advertising. Trained personnel also advise on the use of the Operation Manual which includes shop procedures, record keeping for the shop, forms and their use. The management staff is available at all times for counseling and guidance.

Information Submitted: April 1973

CHICKEN HOLIDAY, INC.
2171 Woodbridge Avenue
Edison, New Jersey 08817
Alan N. Shiffman, President

Description of Operation: Store selling pressure-fried chicken, seafood and spareribs. The store may be equipped for take-out, eat-in or delivery or any combination. A minimum of 600 square feet is required with parking.

Number of Franchisees: 27 in States on Eastern Seaboard between Massachusetts and Washington, D.C.

In Business Since: 1968

Equity Capital Needed: Minimum $9,000.

Financial Assistance Available: The total cost for a Chicken Holiday Franchise is from $18,000 to $27,000. Required is a $9,000 minimum down payment with the balance financed by Chicken Holiday for four years. Franchisee has option to arrange own outside financing.

Training Provided: An intensive seven day training course is provided in a company owned store and upon inception company supervisor will spend one to two weeks with franchisee.

Managerial Assistance Available: Chicken Holiday provides continual management servicd for the life of the franchise in such areas as advertising, cost control, purchasing, quality control, quantity control, and maintenance. Complete manuals of operations, forms and directions are provided. Supervisors are available to work closely with franchisees and visit store on a regular basis, to assist in solving problems.

Information Submitted: April 1973

CHICKEN UNLIMITEDFAMILY RESTAURANTS
11300 South Halsted Street
Chicago, Illinois 60628
Sidney O. Nadler, Vice President Marketing

Description of Operation: Quick service dining featuring fried chicken via patented chicken cooker manufactured by the company. Menu consists of chicken sold by the individual part as well as dinners and boxes of large orders. Menu variety features fish and chips, shrimp dinners, hamburgers, hot dogs, apple puffs, french fries and cole slaw, as well as soft drinks. Free standing building provided by parent company and leased to franchisee features 50 seat dining area and carry-out section.

Number of Franchisees: 185 in 7 States.

In Business Since: 1964

Equity Capital Needed: $32, 500

Financial Assistance Available: After the down payment, which is included in the $32, 500 equity capital needed figure, the balance of the package will be financed for a seven year term.

Training Provided: Owner operator and/or manager and any staff people receive three weeks training at company owned and operated training unit in Chicago, Miami, Denver. During the first week of operation in franchisee's unit, an operations specialist is present to work with the operator and, most importantly, to assist in the training of the new personnel.

Managerial Assistance Available: Chicken Unlimited has a team of field operations specialists who visit each unit approximately once every two weeks for continuing management guidance, training, and assistance with promotions. Franchisee must follow computerized bookkeeping style.

Information Submitted: April 1973

CHIP'S HAMBURGERS
265 Grand Avenue
Schofield, Wisconsin 54476
B. H. Levine, President

Description of Operation: Carry-out fast food service with menu limited to hamburgers, fish, dessert items and soft drinks. Stores are located in large lots with ample auto parking and some inside seating. The company features the char broiled process of cooking. Stores are open 363 days a year from 10:30 A.M. to 10:30 P.M.

Number of Franchisees: 12 in Wisconsin, Michigan and Illinois.

In Business Since: 1966

Equity Capital Needed: $25, 000 minimum. Franchise and location fee of $7, 500. The balance of $17, 500 for down payment on equipment, lease deposits and operating capital.

Financial Assistance Available: The company will assist franchisee in securing necessary financing.

Training Provided: Intensive minimum of 30 days training course conducted at home office and training unit in city of home office.

Managerial Assistance Available: We provide continual management service for the life of each franchise in such areas as bookkeeping, advertising, inventory control. We provide complete manuals of operations, forms and directions for operation. Field managers are available in all regions to work closely with franchisees and managers and visit stores regularly to assist solving any problems. We arrange meetings of franchisees and conduct marketing and product research to maintain maximum consumer acceptance.

Information Submitted: May 1973

COPPER PENNY FAMILY COFFEE SHOPS
4942 Vineland Avenue
North Hollywood, California 91601
Samuel Ostrove, Vice President

Description of Operation: Fast food service restaurant with full menu for breakfast, lunch, and dinner.

Number of Franchisees: 25 in 6 States.

In Business Since: 1965

Equity Capital Needed: $25,000

Financial Assistance Available: $25,000 is down payment for franchise. Balance of franchise fee is paid in weekly installments. Equipment is rented by franchisor.

Training Provided: Eight weeks' training at headquarters in Los Angeles, California, including class room seminars and on-the-job training in other company or franchised units.

Managerial Assistance Available: Training crew spends four weeks with franchisor following opening of unit. Managerial and technical assistance is provided regularly by coordinators.

Information Submitted: May 1973

COUNTRY KITCHEN INTERNATIONAL, INC.
2950 Metro Drive
Suite 304
Bloomington, Minnesota 55420
William F. Reimer, Chairman of the Board

Description of Operation: Sit down service restaurant; family type, full-line menu with home cooked meals; 16-24 hour operation; modestly priced, high quality oriented; no liquor or beer; breakfast, lunch, dinner, sandwiches, desserts and beverages.

Number of Franchisees: 70 in 8 States.

In Business Since: 1959

Equity Capital Needed: $40,000

Financial Assistance Available: Guarantee lease and equipment financing if necessary; if so, a 10% signing fee is required.

Training Provided: On-the-job training and classroom for 16 weeks--2 weeks training during opening. Salary, lodging and food furnished during 16 weeks of training.

Managerial Assistance Available: Supervision for the life of the contract, special menu service, accounting (for a fee), programming advertising, and consulting services. Complete manuals and sound on slide training system.

Information Submitted: April 1973

COZZOLI CORPORATION
1149 Broadway
New York, New York 10001
Michael P. Cozzoli, President

Description of Operation: Full meal, sandwich shops, fast food take out units and pizza units. We now ship a complete equipment package for an individual to go into business anywhere in the world.

Number of Franchisees: 10 in New York, New Jersey, and Florida.

In Business Since: 1951

Equity Capital Needed: $7,500 to $30,000.

Financial Assistance Available: Complete financial assistance above the down payment.

Training Provided: Two weeks in existing store and at least one week in his store under supervision.

Managerial Assistance Available: We are available on any problem and as long as he wishes. Even when he's sold out and is an independent we help out.

Information Submitted: April 1973

CRAIG TACO INDUSTRIES
3680 Pacific Avenue
Ogden, Utah 84403
E. D. Craig, President

Description of Operation: Fast food drive-in service, Mexican.

Number of Franchisees: 20 in 10 States.

In Business Since: 1967

Equity Capital Needed: $26, 000

Financial Assistance Available: None

Training Provided: The franchisee and any key personnel will be trained a maximum of four weeks in Craig Taco Industries classrooms and stores for technical and practical knowledge to apply in the day-to-day operation.

Managerial Assistance Available: Home office representatives will be available on a continuous basis for consultation and advise on operations. Field representatives will call periodically on the franchisee's business operation, make suggestions, and generally assist the franchise operator in any way he can with his day-to-day operation.

Information Submitted: April 1973

DAIRY KING DISTRIBUTORS
1140 Yuma Street
Denver, Colorado 80204
Ray J. Dervey

Description of Operation: Plan and Supervise Equipment installation of Drive In operations.

Number of Franchisees: 53 in 10 states.

In Business Since: 1952

Equity Capital Needed: Minimum $10, 000 on Equipment.

Financial Assistance Available: Up to 2/3 to qualified applicants on equipment. Nothing on land or buildings. Leasing also available. No franchise fee required.

Training Provided: On Job and preinstallation training, advise on advertising, buying anc accounting. Approximately 2-3 weeks.

Managerial Assistance Available: On-Job-training only, 2-3 weeks.

Information Submitted: April 1973

DAIRY SWEET COMPANY
610 Des Moines Street
Ankeny, Iowa 50021
C. O. Howell, Owner

Description of Operation: Fast food drive-in and carry-out restaurants featuring sandwiches, shrimp, chicken, soft drinks, and soft ice cream. Franchisee should have enough capital for down payment plus ground improvements, sewer, water and cement slab on which to set the building. We provide the building, unit construction, and all the equipment.

Number of Franchisees: 205 in 10 States.

In Business Since: 1952

Equity Capital Needed: $10, 000

Financial Assistance Available: 75% financing provided through bank.

Training Provided: On-the-job training at time of installation. Time depends on the individual and how much is necessary. Usually two days is sufficient.

Managerial Assistance Available: Continuous as long as franchisee is in business and wants assistance.

Information Submitted: April 1973

DER WIENERSCHNITZEL INTERNATIONAL INC.
1047 West Carson Street
Torrance, California 90502
Jim [illegible], Franchise Director

Description of Operation: Fast food restaurant specializing in hot dogs.

Number of Franchisees: 213 in 21 States.

In Business Since: 1961

Equity Capital Needed: $25,000

Financial Assistance Available: None

Training Provided: Two to three weeks of training provided.

Managerial Assistance Available:

Information Submitted: May 1973

DINO'S INC.
2085 Inkster Road
Garden City, Michigan 48135
John E. Shepanek, National Marketing Director

Description of Operation: Pizzeria restaurants-Carry-out and parlors.

Number of Franchisees: 78 in Michigan, Florida and Canada.

In Business Since: 1966

Equity Capital Needed: $15,000

Financial Assistance Available: , Financial assistance arranged through local lending institutions-$25,000.

Training Provided: A special training program is provided to familarize the franchisee or manager with the Dino's operation. The schooling includes on-the-job training. We also supply an operating manual which reveals our proven "profit making" pattern and trade secrets...and every phase of our business. A specialist will work in your own Dino's unit the first week of operation or at your grand opening.

Managerial Assistance Available: Full time quality controller visits all locations on a regularly scheduled basis, is also on call as needed.

Information Submitted: April 1973

DOG N,SUDS, INC.
125 South Wilke Road
Arlington Heights, Illinois 60005
Fred D. Coffman

Description of Operation: Franchise company of drive in restaurants offering outside or inside services, wide variety of menu, selling exclusive Don N Suds products and displaying trademark and trade name.

Number of Franchisees: 398 in 30 States.

In Business Since: 1953

Equity Capital Needed: $18,000 to $25,000.

Financial Assistance Available: Direction for financial assistance is given.

Training Provided: Company training school called Rover College plus opening assistance by field service department.

Managerial Assistance Available: Continoous assistance by field department.

Information Submitted: April 1973

EL BURRITO INC.
12 Office Park Circle
Birmingham, Alabama 35223
Mrs. Robyn Andrews, President

Description of Operation: Mexican Food Resturants-Fast service dinners with dining room, no waitresses.

Number of Franchisees: 14 in Mississippi, Alabama, Tennessee and North Carolina.

In Business Since: 1967

Equity Capital Needed: $12,000 to $20,000.

Financial Assistance Available: Assistance in arranging financing.

Training Provided: In unit training before opening new unit. Company assistance in new unit for up to two weeks.

Managerial Assistance Available: Assistance at any time requested when within reason. Periodic checks and assist visits.

Information Submitted: April 1973

EL CHICO CORPORATION
1925 Valley View Lane
Dallas, Texas 75234
B. W. Patterson, Vice President

Description of Operation: Mexican food restaurants table service seating capacity 130 to 710.

Number of Franchisees: 7 in Texas, Louisiana, and Arkansas.

In Business Since: 1969

Equity Capital Needed: $100,000.

Financial Assistance Available: Lease guaranteed by franchisor on land and building.

Training Provided: Orientation with supervisor in overall operations of Mexican food specialty restaurant. Concentrated one month training program of restaurant chefs, partially in company owned facilities and partially in franchisee restaurant.

Managerial Assistance Available: Continued supervision of food preparation and quality throughout life of franchise contract.

Information Submitted: April 1973

EL TACO RESTAURANTS, INC.
8060 Florence Avenue - Suite 303
Downey, California 90240
Jerald E. Toogood, President

Description of Operation: Mexican food drive thru restaurants-inside seating for 41 people. 60% of the business through the drive thru. Not encouraging franchise sales. Prefer company-owned manager leasee program.

Number of Franchisees: 60 in Arizona, California, Michigan and Tennessee.

In Business Since: 1959

Equity Capital Needed: $30,000.

Financial Assistance Available: Guarantor on equipment financing ($12,500.)

Training Provided: Two weeks in store training.

Managerial Assistance Available: Heavily supervised and weekly reports.

Information Submitted: April 1973

FAMOUS RECIPE FRIED CHICKEN, INC.
6023 North DixieDrive, P. O. Box 14087 Northridge Branch
Dayton, Ohio 45414
Lee Cummings, Vice President

Description of Operation: Famous recipe fried chichen fast take-home restaurants.

Number of Franchisees: 121 in 17 States and Trinidad, W. I.

In Business Since: 1965

Equity Capital Needed: $25,000.

Financial Assistance Available: A total investment of $30,000 to $45,000 is required to cover franchise fees, equipment, and initial inventory supplies. While the franchisor does not provide financial assistance, franchisees with good credit ratings have been successful in obtaining financing for a substantial portion of this initial investment.

Training Provided: A two week training and lecture course is required for all store managers and is offered to each franchisee.

Managerial Assistance Available: In addition to two weeks of management training; training films, a comprehensive training manual, quarterly inspections, and follow-up reports and recommendations are provided for each location.

Information Submitted: April 1973

FROSTOP CORPORATION
4537 Cass Avenue
Utica, Michigan 48087
David K. Chapoton, General Manager

Description of Operation: Fast food drive-ins serving Frostop Root Bear and limited American fast food menu. Franchised Frostop Snack bars located in discount dept. stores. Remodeling kit available for remodeling of existing drive-ins or a free standing building such as a gasoline station.

Number of Franchisees: 357 in 30 States.

In Business Since: 1926

Equity Capital Needed: Drive-ins $10,000 - Snack bars $10,000 minimum.

Financial Assistance Available: Total investments vary according to land and building costs for drive-ins. Snack bars in discount stores range from $10,000-$20,000. Balances after down payments are financed by franchisee's local banks.

Training Provided: Two weeks training in store of franchisors selection. Operational manuals are provided.

Managerial Assistance Available: Frostop provides continual management service for the life of the franchise in such areas as menu, advertising, promotions. Complete manuals of operations, forms, and directions are provided. Frostop sponsors meetings of franchisees and conducts marketing and product research to maintain high Frostop consumer acceptance.

Information Submitted: April 1973

GEORGE WEBB CORPORATION
3540 North 126th Street
Brookfield, Wisconsin 53005
Betty Faust, Executive Administrator

Description of Operation: George Webb Hamburger Parlors--fast food counter and booth service. Occupies 1,500 square feet. Open 24 hours, 7 days. Serving breakfast, soups, sandwiches and quick lunches.

Number of Franchisees: 22 (52 units) in Wisconsin.

In Business Since: 1948

Equity Capital Needed: $20,000

Financial Assistance Available: Total investment $45,000 to $48,000. George Webb Corporation has financing available at franchisee's option, if credit references are satisfactory.

Training Provided: Fourteen days in a company unit plus 7 days in franchisee's unit.

Managerial Assistance Available: Daily for 30 days, weekly for 3 months, monthly for 6 months, bi-monthly for 3 months and 4 times a year for life. Emergency assistance whenever requested.

Information Submitted: April 1973

GERI'S SYSTEM, INC.
1415 East State Street
Rockford, Illinois 61108
Kenneth R. Schroeder, President

Description of Operation: Fast food operations, drive-in carry-out.

Number of Franchisees: 13 in Illinois and Wisconsin.

In Business Since: 1972

Equity Capital Needed: $47,000

Financial Assistance Available: None

Training Provided: At least 100 working hours at a Geri's restaurant is required, along with training received at corporation headquarters, therefore learning every operational and managerial phase of the business.

Managerial Assistance Available: Field consultants from Geri's will visit franchisee at regular intervals and help from our main office is always available. Geri's public relations and advertising agencies develop programs for franchisees use at the local level.

Information Submitted: May 1973

GOLDEN SKILLET CORPORATION
3006 Lincoln Avenue
Richmond, Virginia 23228
Joe Guthrie, Franchise Director

Description of Operation: Golden Skillet Corporation grants franchises for Golden Skillet fried chicken, and other items including hamburgers and seafood, prepared according to Golden Skillet's secret recipes. Golden Skillet franchises may be of free standing, store front or new low cost modular design, most of which include both carry-out and eat-in facilities. Golden skillet franchisees benefit from the patented cooking process and unique labor-saving equipment developed by Golden Skillet.

Number of Franchisees: 200 in 16 States.

In Business Since: 1962

Equity Capital Needed: $20,000.

Financial Assistance Available: Golden Skillet franchise fee is a low $5,000 and its monthly royalty on gross receipts is only 4%. Golden Skillet provides credit on open account for supplies purchased from Golden Skillet, and in certain instances Golden Skillet may guarantee the franchisee's account with other suppliers.

Training Provided: Golden Skillet franchisees receive two weeks of intensive, mandatory training in all aspects of the operation of a Golden Skillet franchise. The first week's training is provided by G.S. personnel at the Golden Skillet headquarters.

Managerial Assistance Available: Golden Skillet provides a full range of support services to its franchisees. These include plans and specifications for building, signs, equipment and supplies; advertising materials; bookkeeping and record keeping systems; a confidential operations manual: and the ongoing attention and assistance of Golden Skillet's supervisory and field personnel.

Information Submitted: May 1973

THE HAPPY STEAK, INC.
1118 North Fulton Street
Fresno, California 93728
H. T. Brooks, President

Description of Operation: Family-type steak house.

Number of Franchisees: 25 in California.

In Business Since: 1969

Equity Capital Needed: Approximately $35,000.

Financial Assistance Available: When required company guarantees are provided. Personal notes for franchise and equipment packages furnished by the company are accepted.

Training Provided: Complete in-company operated restaurants for approximately three weeks.

Managerial Assistance Available: Operations officer oversees the first two full weeks of operation under the franchisee.

Information Submitted. May 1973

HARDEE'S FOOD SYSTEMS, INC.
Post Office Box 1619
1233 North Church Street
Rocky Mount, North Carolina 27801
Donald R. Mucci, Director of Franchise Sales

Description of Operation: Fast Food hamburger restaurants.

Number of Franchisees: 190 in 20 States, Australia and Germany.

In Business Since: 1962

Equity Capital Needed: $90,000.

Financial Assistance Available: No financial assistance available. Require licensee to finance land, building, equipment, working capital and license fee.

Training Provided: Two weeks training in school at home office. Recommended in restaurant training prior to school attendance. Ten days training and supervision at restaurant upon opening.

Managerial Assistance Available: Hardee's provides continued supervision on a scheduled basis and also provides bookkeeping methods, advertising direction, operating controls, complete operating manual, basic forms, continued advice and counseling.

Information Submitted: April 1973

HARRY'S PIZZA, INC.
311 Warren Street
Johnstown, Pennsylvania 15905
Bernice R. Bowser, President

Description of Operation: Manufacturer and retailer of pizza.

Number of Franchisees: 6 in Pennsylvania.

In Business Since: 1956

Equity Capital Needed: None

Financial Assistance Available: Varies.

Training Provided: Two weeks on-the-job training.

Managerial Assistance Available: Two weeks working with franchisee on bookkeeping, etc., which is usually enough time, if more time is needed we work along with the franchisee until we feel the franchisee is capable of operating alone.

Information Submitted: May 1973

HEAVENLY FRIED CHICKEN, INC.
P. O. Box 333
Manistee, Michigan 49660
Wayne Walter, President

Description of Operation: Privately owned restaurants and drive-ins, use our cooking units, process, recipe, name and trademarks. There is no royality charge. Breading, printed material, spices, packaging, and assistance is available.

Number of Franchisees: 64 in 27 States.

In Business Since:

Equity Capital Needed: $2,000 to $3,500.

Financial Assistance Available: Will finance $1,500.

Training Provided: Initially two days of training with call back available.

Managerial Assistance Available: None

Information Submitted: June 1973

HENRY'S DRIVE-IN, INC.

150 East Huron Street
Chicago, Illinois 60611
Anthony De Rosa, President

Description of Operation: Fast food restaurants-self service-booths and tables in carpeted dining area. Quick service carry-out service also available. Featuring hamburgers, beef sandwich, chicken, fish and shrimp. Henry's Beef-N-Burger units started in 1968.

Number of Franchisees: Over 100 units nationwide.

In Business Since: 1954

Equity Capital Needed: Minimum capital required to qualified franchisees $32,500.

Financial Assistance Available: None.

Training Provided: An intensive training course is mandatory at company school to prepare the franchisee with managerial promotional, operational and other techniques and to provide actual drive-in operating conditions to the trainee.

Managerial Assistance Available: In addition to operations manual which covers management, training, buying, accounting and operational procedures, franchisor negotiates with purveyors to assure lowest wholesale chain store prices. Advertising, publicity and promotional programs are made available to the franchisee. Periodic visits are made by field consultants to each operator to discuss improvement of techniques, etc.

Information Submitted: April 1973

HILL BILLYS INC.

384 Main Street
New Rochelle, New York 10802
B. D. Anyon, President

Description of Operation: Chicken, Fish, Rib Take-out Food Stores.

Number of Franchisees: 4 in New York.

In Business Since: 1967

Equity Capital Needed: $8,000.

Financial Assistance Available: We will finance up to 2/3 of the total package for those of suitable credit rating.

Training Provided: Two weeks with intimate follow-up as required.

Managerial Assistance Available: All kinds available for the entire lifetime of the franchised contract including cooking, bookkeeping, training, advertising.

Information Submitted: April 1973

HOWDY BEEF N' BURGER

Randolph Industrial Park
Randolph, Massachusetts 02368
John A. Boujoukos, Director of Operations

Description of Operations: Drive In restaurants which offer a standardized menu of inexpensively priced hamburgers, cheeseburgers, fish sandwiches, chicken, french fries, desserts, and beverages.

Number of Franchisees: 18 in 6 States.

In Business Since: 1961

Equity Capital Needed: $35,000.

Financial Assistance Available: A total investment of $70,000, excluding signs which are leased, is necessary to open a Howdy Beef n' Burger franchise. The down payment of $35,000 pays for equipment down payment, franchisees' living expenses while in training, salary and expenses of employee during training, first month's rent, grand opening adv., utility deposits, deposit on sign lease, freight on equipment and other normal working capital requirements.

Training Provided: Five week training program in company operated units.

Managerial Assistance Available: Howdy provides on-going management service over the life of the franchise in such areas of management, standards, controls, product quality, customer service, advertising and promotion. The Company provides complete manuals of operations, personnel, financial management, multi-unit owner's guide, and all forms necessary to operate a successful operation. District sales managers are available in all areas to assist franchise owners to achieve the desired objectives and make recommendations as required. The company sponsors a continuing communications program through regularly scheduled district meetings and the Roundtable which is an elected group of franchise owners who meet regularly with company representatives.

Information Submitted: April 1973

JACK'S FOOD SYSTEMS, INC.
165 West Valley Avenue
Birmingham, Alabama 35209
C. Frank Carrieri

Description of Operation: Jack's International, Inc., operates and directs a nationwide chain of drive-in restaurants serving a moderately priced menu. Emphasis is on quick, efficient service, high quality food, and cleanliness. The standard menu consists of hamburgers, cheeseburgers, fish sandwiches, french fries, pie, shakes, and assorted beverages. Most restaurants have seating facilities both inside and outdoors.

Number of Franchisees: 9 in Alabama, Mississippi, Georgia, and Tennessee.

In Business Since: 1960

Equity Capital Needed: $12,500.

Financial Assistance Available: Financing must be obtained on the franchisee's own credit rating from some independent financial source.

Training Provided: Jack's provides preliminary training at Birmingham, Alabama.

Managerial Assistance Available: Company makes available promotional advertising material plus field representative consultation and assistance.

Information Submitted: May 1973

JAPANESE STEAK HOUSES, INC.
500 Deer Run
Miami Springs, Florida 33166
David H. Nelson, National Marketing Director

Description of Operation: Own, operate and franchise by licensee's of Japanese Steak Houses restaurants.

Number of Franchisees: 19 in 8 States and South Africa.

In Business Since: 1962

Equity Capital Needed: Varies between $30,000 to $90,000 depending on marketing area.

Financial Assistance Available: None

Training Provided: Extensive training provided.

Managerial Assistance Available: Continuous training in managerial and technical assistance.

Information Submitted: June 1973

JERRY'S RESTAURANTS
Jerrico, Inc.
1949 Nicholasville Road
Lexington, Kentucky 40503
Rudd Garrett, Vice President

Description of Operation: Coffee shops and dining room operations. Family oriented, informal. Located in cities over 10,000. Interstate locations and in conjunction with motels.

Number of Franchisees: 42 in Kentucky, Tennessee, Ohio, Indiana, Florida.

In Business Since: 1929

Equity Capital Needed: $40,000.

Financial Assistance Available: Jerry's at the present time, is not granting franchises to anyone other than present franchise holders.

Training Provided: Complete training course for management. Opening assistance in the form of traveling supervisory crew.

Managerial Assistance Available: Continued supervision program through field consultants.

Information Submitted: May 1973

KWIK-KOOK, INC.
1950 East Lincoln Highway
Coatesville, Pennsylvania 19320
Sam Gatano, Secretary Treasury

Description of Operation: Take out with some eat in services of prepared fried chicken, seafood, pizza, sandwiches. All paper service.

Number of Franchisees: 40 in 6 States.

In Business Since: 1963

Equity Capital Needed: $10,000.

Financial Assistance Available: Financing through commercial finance house.

Training Provided: Up to one week on location of franchisee's shop.

Managerial Assistance Available: Distributors set-up in states to assist home office.

Information Submitted: May 1973

LIL' DUFFER OF AMERICA, INC.
2219 Franklin Street
Bellevue, Nebraska 68005
J. W. Beardmore, General Manager

Description of Operation: Fast food drive-in restaurants.

Number of Franchisees: 16 in Iowa, Nebraska, South Dakota, Kansas and Missouri.

In Business Since: 1966

Equity Capital Needed: At least $10,000.

Financial Assistance Available: Parent company assists franchisee in arranging needed financial assistance.

Training Provided: Franchisee is trained at his own expense for a minimum of two weeks in an existing Lil' Duffer store prior to opening his own new store. Company supervisors assist him in training his personnel prior to and during the opening of his store. Field supervisors give continuing assistance as long as a "License Agreement" is in effect.

Managerial Assistance Available: Regular visits by field supervisors. Advertising program, accounting system, management training provided by home office throughout the operations of the business. Advice and consultation with home office available on request.

Information Submitted: April 1973

LONDON FISH N'CHIPS, LTD.
306 South Maple Avenue
South San Francisco, California 94080

Description of Operation: Fast food service for both eat in and take out.

Number of Franchisees: 18 in California.

In Business Since: 1967

Equity Capital Needed: $10,000.

Financial Assistance Available: Finance all equipment on a security agreement and personal note.

Training Provided: In shop training and in company shop training. Direct supervision in franchisee shop as needed.

Managerial Assistance Available: Help with bookkeeping. Advise on new methods and products and selling procedures for duration of franchise. Provide periodic inspection and instruction as needed.

Information Submitted: April 1973

LONDON HI-TIDE SHOPS, INC.
1111 North Westshore Boulevard
Suite 603
Tampa, Florida 33607
William M. Crosby, President

Description of Operation: The original HiTide seafood chain was established in 1939 in England with all 12 operations operating successfully. Hi-Tide is a fast service seafood operation featuring items such as, shrimp, fish & chips, frog legs, chicken, clams, etc., with many shops also offering beer. Both eat in and carry out service is offered. The normal operating hours are from 11:00 A.M. to 9:00 P.M.

Number of Franchisees: 16 in Southeastern States.

In Business Since: 1939

Equity Capital Needed: $10,000-$15,000.

Financial Assistance Available: The Company will assist in financing of both equipment and improvements to shop. Complete 50-page operations manual.

Training Provided: Two week training program for franchisee provided at Company expense.

Managerial Assistance Available: Company offers successful background of 33 years in the seafood restaurant field. Works closely with franchise operators visiting several times monthly providing help in advertising, product knowledge, equipment, employee training, bookkeeping, and other services.

Information Submitted: April 1973

LONG JOHN SILVER'S INC.
Jerrico, Inc.
1949 Nicholasville Road
Lexington, Kentucky 40503
Clay B. Powell, Vice President-Franchising

Description of Operation: Fast food restaurants-self service-carry-out or seating in a wharf-like atmosphere. Menu includes Fish and Chips, Shrimp, Clams, Chicken Peg Legs (miniature drumstick), hush puppies, Cold slaw, desert, a variety of hot and cold beverages, plus draft beer where legal and desired.

Number of Franchisees: 131 in 16 States.

In Business Since: 1929

Equity Capital Needed: $15,000.

Financial Assistance Available: Equipment package may be financed through Jerrico, Inc.

Training Provided: Three weeks of formal training course for management.

Managerial Assistance Available: Continued supervision program in all phases of management through field supervisors and home office personnel.

Information Submitted: April 1973

LOVE'S ENTERPRISES INC.
4942 Vineland Avenue
North Hollywood, California 91601
Stephen F. Guiner, Vice President

Description of Operation: Franchising complete barbecue restaurant and cocktail lounge facilities. One hundred ninety seat family restaurants with delux seating and equipment.

Number of Franchisees: 40 in 7 States.

In Business Since: 1948

Equity Capital Needed: $50,000 plus $10,000 pre-opening inventory and liquor license.

Financial Assistance Available: Yes

Training Provided: Six weeks on-the-job training.

Managerial Assistance Available: Franchisor provides complete turn-key operation, opening supervision, hiring of capable personnel plus weekly visits and assistance from field coordinators. Complete manual of operations specifies in detail precisely how each menu item is prepared and served, how the business is to be operated profitably.

Information Submitted: June 1973

LUM'S RESTAURANT CORPORATION
8515 Biscayne Boulevard
Miami, Florida 33138
Donald L. Perlyn, Executive Vice President, Franchising
Peter Sampson, Executive Vice President, Operations

Description of Operation: Fast food family restaurant with waitress service and carry out service. Limited variety menu inculding domestic and imported beers.

Number of Franchisees: 331 in 30 States.

In Business Since: 1965

Equity Capital Needed: $50,000.

Financial Assistance Available: None.

Training Provided: Three weeks of classroom and practical training at Lum's headquarters in Miami, Florida. Training Covers all aspects of the business-operational procedures, bookkeeping, employee training, and management techniques. During the first two weeks of operation in the franchisee's restaurant, an operations consultant is present to supervise the opening and assist in the training of any new personnel.

Managerial Assistance Available: Company representative visits unit peridically for inspection and assistance. Home office franchisee's personnel available to render assistance as required. Franchisee is issued a complete standard operating procedure manual which is constantly updated. Lum's sponsor meetings of franchisees and conducts marketing and product research. Monthly newsletter sent to franchisee.

Information Submitted: April 1973

MAID RITE PRODUCTS, INC.
100 East Second Street
Muscatine, Iowa 52761
William F. Angell, General Manager

Description of Operation: Fast-Food limited menu sandwich-type operation with various types of building and locations.

Number of Franchisees: 150 in most States.

In Business Since: 1928

Equity Capital Needed: $3,000 average for franchisee fee.

Financial Assistance Available: None.

Training Provided: Complete on-job and classroom training.

Managerial Assistance Available: Home office personnel available at all times to offer advice and counsel on any and all aspects of the operation. Franchisee is provided with complete operating manuals and procedures.

Information Submitted: April 1973

MARYLAND FRIED CHICKEN, INC.
Post Office Box 3001
Winter Park, Florida 32789
Charles W. Smith, Vice President

Description of Operation: Free standing and store front buildings approximately 1200 square feet featuring fried chicken and seafood, eat-in and carry-out.

Number of Franchisees: 101 in 12 States.

In Business Since: 1961

Equity Capital Needed: $20,000.

Financial Assistance Available: Franchisee has to arrange own outside financing.

Training Provided: Two weeks, manatory training course is scheduled for all new franchisees. Training is conducted on site at company training store.

Managerial Assistance Available: Maryland Fried Chicken provides complete manuals of operations, forms, and directions. Field supervisors work closely with franchisees and visit stores regularly to assist solving problems.

Information Submitted: May 1973

MCDONALD'S SYSTEM, INC.
Subsidiary of McDonald's Corporation
1 McDonald's Plaza
Oak Brook, Illinois 60521
Regional Licensing Managers

Description of Operation: McDonald's System, Inc. operates and directs a successful nationwide chain of fast food restaurants serving a moderately priced menu. Emphasis is on quick, efficient service, high quality food, and cleanliness. The standard menu consists of hamburgers, cheeseburgers, fish sandwiches, french fries, apple pie, shakes, and assorted beverages.

Number of Franchisees: 2,350 in all 50 States and territories of Puerto Rico, Guam, Virgin Islands also Australia, Japan, France, Germany, Netherlands, Canada, Panama, and Costa Rica.

In Business Since: 1955

Equity Capital Needed: $75,000 and ability to acquire financing $75,000 minimum.

Financial Assistance Available: None.

Training Provided: Minimum of 50 hours pre-registration and up to 300 post registration; formal training of 21 days at Hamburger University in Elk Grove, Illinois.

Managerial Assistance Available: Operations, training, maintenance, and equipment manuals provided. Company makes available promotional advertising material plus field representative consultation and assistance.

Information Submitted: April 1973

JAMES H. MCMANUS SHOPPES OF AMERICA, INC.
246 Arlington Street
Quincy, Massachusetts 02170
John F. Leonard

Description of Operation: Shoppes featuring sandwiches, family dinners, and ice cream. Open seven days a week and located in shopping complexes or in free-standing buildings. Approximately 3,000 square feet. Stores franchised directly by parent company to individuals as owner-operators. Parent company subleases to owner-operator after selecting location and taking a long term lease.

Number of Franchisees: 16 in 3 States.

In Business Since: 1927-wholesale; 1964-retail.

Equity Capital Needed: $25,000-$30,000 including $5,000 working capital. Total cost $65,000 to $70,000. Unique leasing plan for those people with extensive fast food operating experience. Cash requirement for leasing plan $10,000-$15,000.

Financial Assistance Available: Individual can arrange own financing or company will arrange outside financing usually on five year or sixty payment basis on balance after down payment.

Training Provided: Pre-opening training in an existing operation of about four weeks minimum. Continuous training to include operational, merchandising, and accounting assistance.

Information Submitted: April 1973

MINUTE MAN OF AMERICA, INC.
P. O. Box 828, 701 Collins
Little Rock, Arkansas 72205
Vernon L. Rodgers, Franchise Director

Description of Operation: Broiled Hamburgers-Fast Food Specialty Restaurant-Free Standing Building-Carryout and eat-in. 12 Sandwiches, Hot Pies. 2,000 square feet. At this time not interested in franchising any units over 450 miles from headquarters.

Number of Franchisees: 37 in 7 States.

In Business Since: 1965

Equity Capital Needed: $47,500 turnkey-lease by franchisee on ground and building.

Financial Assistance Available: Advice and counsel only.

Training Provided: Six weeks at Home Office at the expense of franchisee-required.

Managerial Assistance Available: Real estate selection based on computer test of volume. Help in lease negotiation and equipment purchasing. Manager manual and on-the-job help in hiring and training first crew. Complete advertising programs through National Advertising Committee. Continuous visitation and invitational meetings.

Information Submitted: April 1973

MOM'S PIZZA, INC.
4457 Main Street
Philadelphia, Pennsylvania 19127
Nicholos Castellucci, President

Description of Operation: Pizza Store-carry out.

Number of Franchisees: 18 in Pennsylvania, Maryland, New Jersey.

In Business Since: 1961

Equity Capital Needed: $8,800

Financial Assistance Available: Bank financing.

Training Provided: Two weeks.

Managerial Assistance Available: Continued help from main office.

Information Submitted: April 1973

MR. CHIPPER
P. O. Box 332
119 South Bench Street
Galena, Illinois 61036
Norval L. Auman, Owner

Description of Operation: On the premise and off the premise fast food service with and without curb service. Standard menu of food, beverage and dairy products.

Number of Franchisees: 7 in Illinois and Wisconsin.

In Business Since: 1967

Equity Capital Needed: $10,000 to $80,000.

Financial Assistance Available: Up to 25% of equipment cost carried by franchisor. Building and land by others.

Training Provided: Six weeks on-the-job training at one of the established locations. Equipment instruction at time of equipment installation usually five days are alloted for this training.

Managerial Assistance Available: Counseling every 30 days on operational problems and procedures. Management manual, menu lists and cost analysis is provided.

Information Submitted: June 1973

MR. DUNDERBAK INTERNATIONAL, INC.
744 Cherry Hill Mall
Cherry Hill, New Jersey 08034
H. Eugene Taylor, President

Description of Operation: Mr. Dunderbak offers a completely different retail operation, including a cheese shop, sausage shop, gourmet department and a fast food restaurant specializing in German sausages and beer. Initial fee includes all services needed to open. Small royality schedule.

Number of Franchisees: 7 in 6 States.

In Business Since: 1962

Equity Capital Needed: $75,000

Financial Assistance Available: None

Training Provided: Intensive two weeks to one month in Home Office Store. Two weeks on-site at opening under direct supervision and assistance of Home Office personnel.

Managerial Assistance Available: Continuous bulletins and availability of Home Office staff with up-to-date manuals provided. Visits by Home Office executives and problem solving sessions. Exchange of information from other franchisees.

Information Submitted: May 1973

MR. PIZZA, INC.
560 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
Richard Kurtz, President

Description of Operation: Franchise "turnkey," Mr. Pizza, family style restaurant. We furnish, equip, decorate and train franchisee.

Number of Franchisees: 24 in New York, New Jersey and Florida.

In Business Since: 1967

Equity Capital Needed: $15,000 minimum.

Financial Assistance Available: Total investment runs from $35,000 to $55,000, depending on size of store and type of equipment required. The $15,000 capital is divided between deposits for rent security and utilities of approximately $2,500 and payment towards total cost of franchise. Balance payable to Company over period as short as five years to seven years. Franchisee has option to obtain outside financing.

Training Provided: One hundred hours at training store.

Managerial Assistance Available: Assistance in site selection, lease negotiation, financing, accounting procedures, providing food suppliers plus periodic store visits.

Information Submitted: May 1973

MR. SANDWICH U.S.A., INC.
2 West 45th Street
New York, New York 10036

Description of Operation: Self-service type limited menu restaurant specializing in a wide variety of sandwiches both hot and cold together with a complete selection of hot and cold beverages and a select variety of desserts. Company handles complete establishment of each unit including location selection, securing of lease, furnishing complete layout of interior, equipment purchases, staff of personnel and all other assistance needed to open unit for business.

Number of Franchisees: 16 in 7 States.

In Business Since: 1966

Equity Capital Needed: Depending upon size and location.

Financial Assistance Available: Cash required approximately 50%. Balance can be financed.

Training Provided Complete training is provided prior to the opening of the unit. Thereafter, continuous assistance and supervision is offered each owner by the company.

Managerial Assistance Available: Continuous guidance.

Information Submitted: May 1973

MR. STEAK, INC.
International Headquarter
Post Office Box 5805 T.A.
5100 Race Court
Denver, Colorado 80217

Description of Operation: Mr. Steak, Inc. is a family type restaurant with seating facilities for up to 150 persons. The store hours are normally 11 a.m. to 9 p.m. We specialize in USDA Choice steaks, as well as seafood, chicken and sandwiches.

Number of Franchisees: 250 in 39 States.

In Business Since: 1962

Equity Capital Needed: $39,000.

Financial Assistance Available: The total investment required is approximately $50,000. Cost varies with lease deposits for local area. A purchase agreement for the franchise in the amount of $5,000. secures the area with the balance of monies due when land and building lease is secured or site location purchased. Franchisee is responsible for securing land and building lease and equipment financing.

Training Provided: Comprehensive 7 weeks mandatory training is provided with the franchise fee for the restaurant manager. Food and lodging is the responsibility of the trainee while in training.

Managerial Assistance Available: Opening and continuing assistance is provided by the company. Kinds and amount of assistance provided by the company is limited. The company has area coordinators who call on each store at least once each month to provide operational assistance and new techniques developed by our company.

Information Submitted: April 1973

NINO'S INC.
5311 South Howell Avenue
Milwaukee, Wisconsin 53207
Nino F. Costarella, President

Description of Operation: Cocktail lounge - steak house.

Number of Franchisees: 9 in Wisconsin, Minnesota, Illinois and Iowa.

In Business Since: 1968

Equity Capital Needed: $50,000

Financial Assistance Available: Must arrange own financing. Company will try to help if necessary.

Training Provided: Four to six weeks of management, bartending and broiling training at corporate offices and main restaurant.

Managerial Assistance Available: Company staff assists for 3-4 weeks after opening. Staff supervisors make periodical visits. Complete staff available for any problem at any time. Manual provided for guidance.

Information Submitted: April 1973

ORANGE JULIUS OF AMERICA
5900 Rodeo Road
Los Angeles, California 90016
A. M. Bloom, Vice President, Sales

Description of Operation: Fast food operation featuring the drink Orange Julius, made from fresh orange juice. The menu is limited to Orange Julius drink, hamburgers and hot dogs and other snack type items. Specializing in shopping center locations.

Number of Franchisees: 321 in 40 States, Canada, Europe and the Caribbean Islands.

In Business Since: 1926

Equity Capital Needed: $25,000 to $50,000.

Financial Assistance Available: No

Training Provided: Yes

Managerial Assistance Available: Yes.

Information Submitted: April 1973

PAIL-O-CHICKEN, INC.
1996 North E Street
San Bernardino, California 92405
William J. Schaeffer

Description of Operation: Pail-O-Chicken, Inc., offers a unique chicken take-out operation. Open 7 days a week from 11:00 A.M. to 10:00 P.M. All recipes are pre-mixed under our own label for quality control.

Number of Franchisees: 3 in California.

In Business Since: 1967

Equity Capital Needed: $15,000 minimum.

Financial Assistance Available: Total investment $45,000, down payment $19,000. Franchisee has option to arrange own outside financing.

Training Provided: Two weeks mandatory training for owner operator for each new franchise in our company store, two weeks supervision at franchisee's store from opening day.

Managerial Assistance Available: Complete manuals of operations, plans for two sizes of buildings for new or remodeled locations. Continuous management service for life of franchise with monthly coverage.

Information Submitted: May 1973

THE PEDDLER, INC.
P. O. Box 1361
U.S. Highway #1, South
Southern Pines, North Carolina 28387
J. P. Morgan, Jr., President

Description of Operation: The Peddler is a quality steak house featuring a unique salad bar and a fine steak which is cut at the guest's table then cooked over wood charcoal.

Number of Franchisees: 31 in Georgia, North Carolina, South Carolina, Tennessee and Virginia.

In Business Since: 1965

Equity Capital Needed: $30,000

Financial Assistance Available: None

Training Provided: Two weeks of training in an operating restaurant is provided for the manager. Two days of assistance given during the opening.

Managerial Assistance Available: Managerial and technical assistance is provided for site selection, layout, equipment purchase, training of personnel, selection of suppliers, and the opening. Assistance is continued through periodic inspection of operational procedure.

Information Submitted: June 1973

PIONEER TAKE OUT CORPORATION
1310 Echo Park Avenue
Suite 1
Los Angeles, California 90026
Paul Wilmoth, Director of Franchise Sales

Description of Operation: Pioneer offers a unique fast food service operation featuring eat-in and take-out fried chicken, fish and shrimp by the bucket or by the piece. Attractive signwork menu boards. Exterior and interior design offer efficient controls for franchise owner-operator and ease of operation to maximize profits.

Number of Franchisees: 55 in California and Hawaii.

In Business Since: 1961

Equity Capital Needed: $25,000

Financial Assistance Available: Company will carry back up to $7,500 of franchise fee for qualified individuals, with simple interest on balance. A total investment of $25,000 is all that is needed to establish a Pioneer take out unit including franchise fees, security deposits, sign and equipment lease down payment.

Training Provided: Five weeks: Intensive and complete training program; 2 weeks theory; 3 weeks on-the-job training $125 per week expense allowance during on-the-job training under supervision of training director.

Managerial Assistance Available: Pioneer Take Out Corporation provides continuous management services for the life of the license in such areas as bookkeeping, advertising, quality, service, food perparation and control. Complete manuals of operations and food preparation are provided. Field coordinators work closely with licensees; visit stores regularly to assist solving problems. Pioneer regularly conducts licensee seminars and continuously performs market and product research to maintain high volume, profitable locations.

Information Submitted: May 1973

THE PIZZA INN, INC.
2930 Stemmons Freeway
Post Office Box 22247
Dallas, Texas 75222
L. B. Clothier, Vice President

Description of Operation: Operate and franchise Pizza restaurants seating 150 people.

Number of Franchisees: 160 throughout the country.

In Business Since: 1959

Equity Capital Needed: $20,000 to $25,000.

Financial Assistance Available: None

Training Provided: Two week's training in company unit plus opening assistance for one week, with re-occuring training available at all times and periodic follow-up inspections.

Managerial Assistance Available: Complete operations manual furnished with franchise director available at all times.

Information Submitted: April 1973

PIZZA-Q ENTERPRISES, INC.
526 Monroe Street
Post Office Box 744
Magnolia, Arkansas 71753

Description of Operation: Retail Pizza Outlets.

Number of Franchisees: 5 in Arkansas, Texas, Louisiana and Mississippi.

In Business Since: 1967

Equity Capital Needed: $10,000.

Financial Assistance Available: None.

Training Provided: Two months training.

Managerial Assistance Available: Consultation, training, bookkeeping services for lifetime of franchise.

Information Submitted: April 1973

THE RED BARN SYSTEM, INC.
6845 Elm Street
McLean Office Centre
McLean, Virginia 22101

Description of Operation: Fast Food, Self Service restaurant with indoor and outdoor seating facilities serving pressure-fried chicken, the Barnbuster sandwich, the Big Barney sandwich, fish, french fries, onion-rings, etc.

Number of Franchisees: 56 in 25 States, Canada and Australia.

In Business Since: 1961

Equity Capital Needed: Approximately $42,500, not including cost of building and land. Land acquisition is franchisee's responsibility.

Financial Assistance Available: None.

Training Provided: Two-week course consisting of practical training in company stores and instruction covering the theory of small business operation as it pertains to the system.

Managerial Assistance Available: Field supervisors act as trouble shooters and visit operations periodically.

Information Submitted: April 1973

RED-E-FOOD SYSTEMS, INC.
130 Industrial Way
P. O. Box 968
Corona, California 91720
David W. Jameson, President

Description of Operation: Prime quality Mexican/American taco-hamburger menu. Drive-thru and walk-up service. Extremely fast service even though all customer orders are prepared after ordering. All natural, raw foods processed and prepared on each premises two to three times daily.

Number of Franchisees: 18 in California.

In Business Since:

Equity Capital Needed: $60,000

Financial Assistance Available: None

Training Provided: Four week management training for franchisee and store managers covering classroom and in-store management seminars each month.

Managerial Assistance Available: Complete operations manuals, continuing management, marketing, accounting, training, and customer awareness programs provided by company.

Information Submitted: June 1973

SEBASTIAN'S INTERNATIONAL, INC.
dba DR. JEKYLL'S AND MR. HYDE'S
312 Bank of Washington Building
Spokane, Washington 99201
Ron Forsyth, President

Description of Operation: Plush leisure time restaurant/tavern (cabaret).

Number of Franchisees: 9 in 7 States.

In Business Since: 1969

Equity Capital Needed: $10,000 to $25,000.

Financial Assistance Available: Coordination with local banks. Assistance with preferred leasing company sources. In some instances, if qualified, direct financing from Sebastian's.

Training Provided: Complete home study manuals, one month on-the-job training for manager and assistant manager.

Managerial Assistance Available: Continuous management and technical assistance available.

Information Submitted: April 1973

SHAKEY'S INCORPORATED
Post Office Box 1597
Englewood, Colorado 80110
Timothy C. Martin, Director of System Growth

Description of Operation: Shakey's Pizza Parlors resemble night clubs for the whole family featuring pizza, salads, marinated chicken, beer, soft drinks, live entertainment (piano and banjo), singing and fun. Serving Bunch-of-Lunch which consists of all the pizza, salad and chicken one can eat for a given price. Has developed a small parlor for less populated cities and towns.

Number of Franchisees: 400 in 43 States, including Alaska and Hawaii. Also Canada, Mexico, and Japan.

In Business Since: 1954

Equity Capital Needed: $18,000-$35,000 depending on size.

Financial Assistance Available: Up to 80 % equipment financing available from independent sources.

Training Provided: Complete training consisting of classroom and in-parlor curriculum provided. Eight-day course conducted at "Shakey U" in St. Louis, Missouri.

Managerial Assistance Available: Shakey's provides continual management service in such areas as advertising, quality control, lease negotiations. Complete operating manuals are provided. Regional managers and dealer services consultants work closely with franchisees and visit parlors to assist in any problem areas. Franchisees meet regionally to exchange views and opinions.

Information Submitted: April 1973

SIR BEEF LIMITED
500 A Congress Avenue
Evansville, Indiana 47711
Andrew Guagenti, President

Description of Operation: Fast food--roast beef, fish & chips.

Number of Franchisees: 4 in Indiana, Illinois, Kentucky and Tennessee.

In Business Since: 1967

Equity Capital Needed:

Financial Assistance Available: None.

Training Provided: Training provided at Evansville unit.

Managerial Assistance Available: Continuous.

Information Submitted: May 1973

SIR GEORGE'S INCORPORATED
1900 Avenue of the Stars
Los Angeles, California 90067
Harold J. Messinger, Vice President

Description of Operation: We offer a unique buffet-style restaurant operation. Each restaurant is approximately 4,600 square feet with 176 seats and ample parking, and is open from 11:00 A.M. to 8:30 P.M., 7 days a week. Sir George's provides the building and equipment on long term lease to its franchisees.

Number of Franchisees: 42 in 9 States.

In Business Since: 1963

Equity Capital Needed: $26,000 minimum.

Financial Assistance Available: A total investment of $81,000 is necessary to open a Sir George's restaurant franchise. Sir George's will finance the balance after down payment of $20,000 on a five year, 60 payment basis if prospective franchisee has good credit references. Franchisee has option to arrange own outside financing.

Training Provided: Four week training is conducted at training restaurant in Los Angeles area with additional on-site training at franchisee's restaurant under the direction of full time Sir George's employees.

Managerial Assistance Available: The company provides continual management service for the life of the franchise in such areas as record keeping, advertising, food and labor cost controls. Sir George's operation manual is provided. Supervisors are available to work with franchisees and visit restaurants to assist solving problems. Sir George's conducts menu research to maintain variety control in food preparation.

Information Submitted: April 1973

SIR PIZZA INTERNATIONAL, INC.
701 South Madison Street
Muncie, Indiana 47302
R. W. Swartz

Description of Operation: Retail and commissary operations, selling pizza, sanwiches, etc., for both on-premise consumption and carry-out.

Number of Franchisees: 127 in 11 States.

In Business Since: 1958

Equity Capital Needed: $15,000-$20,000.

Financial Assistance Available: None. Land acquisition is franchisee's responsibility.

Training Provided: Complete on the job training program provided. Training covers all aspects of the business-operational procedures, bookkeeping, employee training, advertising and promotion and management techniques, menu selection.

Managerial Assistance Available: Regional managers continue to counsel franchisee in advertising, merchandising and quality control. Parent company assists with local advertising and promotion.

Information Submitted: June 1973

SPEEDY CHICK, INC.
465 Fullerton Avenue
Elmhurst, Illinois 60126
Norman R. Muldoon, Franchise Director

Description of Operation: Carry-out of prepared dinners of chicken, shrimp, fish and various speciality items.

Number of Franchisees: 4 in Michigan and Indiana.

In Business Since: 1966

Equity Capital Needed: $13,000 to $25,000.

Financial Assistance Available: Assists in establishing financing.

Training Provided: Usually two weeks, with continuing help depending on needs.

Managerial Assistance Available: Complete managerial and technical assistance is provided depending on geographic area and franchisee's needs.

Information Submitted: June 1973

STAND 'N SNACK OF AMERICA, INC.
Suite 200, Ribault Building
1851 Executive Center Drive
Jacksonville, Florida 32207
Dennis McCarthy

Description of Operation: Fast food operation.

Number of Franchisees: 87 in 9 States.

In Business Since: 1951

Equity Capital Needed: 50% of cost.

Financial Assistance Available: None

Training Provided: Two to 6 weeks in training school and periodically thereafter as needed.

Managerial Assistance Available: Continuous in all phases of management.

Information Submitted: June 1973

STEWART'S DRIVE-INS
Division of Frostie Enterprises
1420 Crestmont Avenue
Camden, New Jersey 08103
Michael W. Fessler
National Sales Manager

Description of Operation: Drive-in restaurants, with or without dining room with car-hop service.

Number of Franchisees: 125 in 8 States

In Business Since: 1924

Equity Capital Needed: $15,000 - $20,000

Financial Assistance Available: Land acquisition is franchisee's responsibility.

Training Provided: Complete on-the-job training program provided. Training covers all aspects of the business-operational procedures, bookkeeping, employee training; advertising and promotion and management techniques, menu selection.

Managerial Assistance Available: Regional managers continue to counsel franchisee in advertising, merchandising and quality control for the life of the franchise. Parent company assists with local advertising and promotion.

Information Submitted: April 1973

SVEDEN HOUSE INTERNATIONAL, INC.
89 Providence Highway
Westwood, Massachusetts 02090
Edward E. Reed, Vice President

Description of Operation: Sveden House International, Inc., operates a chain of smorgasbord restaurants. The average Sveden House Smorgasbord restaurant is approximately 8,600 square feet, has a seating capacity of 350, and ample parking. It is open daily approximately 11:00 A.M. - 2:00 P.M. for lunch; 4:00 P.M. - 8:00 P.M. for dinner; Sunday 11:00 A.M. - 7:00 P.M.

Number of Franchisees: 32 in 9 States.

In Business Since: 1963

Equity Capital Needed: $65,000

Financial Assistance Available: No assistance, other than consultation. Franchisee must secure land and building.

Training Provided: On-the-job, classroom and home study for 2-6 weeks, depending on individual.

Managerial Assistance Available: District consultants visit restaurants regularly, assist with operational problems; advertising; services of home economist; operations manuals; building plans and specifications; continual management consultation; and franchisee meetings.

Information Submitted: May 1973

SYSTEMS BUILDING INDUSTRIES, INC.
dba SBI, Inc.
Suite 1710 Townehouse Tower
Phoenix, Arizona 85013
Eugene C. Galant, Jr., Executive Vice President

Description of Operation: SBI, Inc., issues franchise agreements to franchisees who in turn either own or sell to subfranchises, a unique mini-restaurant serving general American foods operating under the trade name "The Burger Shoppe." The base size of this restaurant is 8' x 12'. The unit is extremely flexible in that it can be operated as a full service drive thru or walk up. The unit can be placed inside of shopping centers and discount stores. Capability exists to build sit down dining facilities.

Number of Franchisees: 100 in 26 States.

In Business Since: 1971

Equity Capital Needed: Franchises $9,000 - Subfranchises $20,000.

Financial Assistance Available: None on basic franchise. Up to 95% on restaurant through lease program either through company or independent leasing companies.

Training Provided: One week training to franchisee in all phases of operation. Local training given at each unit for two days.

Managerial Assistance Available: Continuing assistance in all areas of operation including quality control and advertising. Bookkeeping service is provided for small monthly charge.

Information Submitted: June 1973

TACO HUT, INC.
3621 South 73rd East Avenue
Tulsa, Oklahoma 74136
W. S. Atherton, President

Description of Operation: Complete line of Mexican foods, convenient for either dine-in or carry-out operation. Unique system formulated around unusual decor and atmosphere.

Number of Franchisees: 30 in Oklahoma, Kansas, Texas, Arkansas and Missouri.

In Business Since: 1965

Equity Capital Needed: $15,000.

Financial Assistance Available: Equipment finance only.

Training Provided: 2 weeks intensive management training in Tulsa, Oklahoma.

Managerial Assistance Available: Continuing.

Information Submitted: April 1973

TACO TIME INTERNATIONAL, INC.
1633 High Street
Eugene, Oregon 97401
Donald Payne

Description of Operation: Mexican Food Restaurants.

Number of Franchisees: 77 in 7 States.

In Business Since: 1960

Equity Capital Needed: $32,000.

Financial Assistance Available: None.

Training Provided: In store and classroom-3 weeks.

Managerial Assistance Available: Inspections, bulletins research and development improvements.

Information Submitted: April 1973

TASTEE FREEZ BIG TEE BURGER RESTAURANTS
Tastee Freez International, Inc.
1200 North Homan Avenue
Chicago, Illinois 60651
Bernard L. Spira, President

Description of Operation: Year-round fast food self-service drive-in restaurants offering inside seating, walk-up and carry out service. Features Tastee Freez soft ice cream desserts, 50 flavors of shakes, Tastee-Burger family of hamburgers. The restaurants feature the latest in food preparation equipment, including Tastee Crisp pressure fried chicken equipment.

Number of Franchisees: Over 2,000 throughout 50 States and overseas.

In Business Since: 1950

Equity Capital Needed: Depending upon size of business from a minimum cash down payment of $10,000 to $15,000. Total investments for equipment and license run from $25,000 to $50,000, which does not include sales tax if applicable, or operating capital and food inventory.

Financial Assistance Available: After initial equipment down payment. Tastee Freez may finance balance up to 5 years.

Training Provided: Intensive training course for all new licensees and their personnel conducted at company training center and licensee's own store. Course covers managerial, accounting, promotional, food preparation and operational phases under actual operating conditions. Continuous in-field counseling thereafter, covering merchandising, quality control, advertising and promotion by company regional store supervisors.

Managerial Assistance Available: Regional restaurant supervisors continue to counsel licensee in cost control, new operational methods, advertising, merchandising and quality control. Parent company assists with national TV and local advertising and promotion. In addition, company conducts national convention once each year for all licensees. Seminars are held at the annual national convention to help licensees change ideas on merchandising, advertising, salesmanship and new food preparation methods.

Information Submitted: April 1973

TASTEE PRODUCTS OF CALIFORNIA
1101 South Cypress Street
La Habra, California 90631
Curtis E. Spradley, President

Description of Operation: Fast Food Drive-In restaurant featuring hamburger, Mexican food, ice cream and beverages.

Number of Franchisees: 105 in California and Oregon.

In Business Since: 1955

Equity Capital Needed: Approximately $30,000.

Financial Assistance Available: Equipment financing and or leasing assistance available.

Training Provided: Three weeks in actual store.

Managerial Assistance Available: Duration of franchise, assistance through field representatives.

Information Submitted: April 1973

TIPPY'S TACO HOUSE, INC.
2853 West Illinois
Dallas, Texas 75233
W. L. Locklier, President

Description of Operation: Fast food to take home-using drive-thru and inside seating-Mexican food.

Number of Franchisees: 38 in 30 States.

In Business Since: 1967

Equity Capital Needed: Cash and credit $20,000.

Financial Assistance Available: None

Training Provided: Pre-opening training on location at operating unit and opening week training.

Managerial Assistance Available: Continuing assistance by personal visitations, letters, bulletins, telephone.

Information Submitted: May 1973

TOP BOY SYSTEMS, INC.
116 North Neil Street
Champaign, Illinois 61820
Peter T. Lessaris, President

Description of Operation: Self-service drive-in restaurant. Provides sandwiches, french fries, drinks and related items through a fast service drive-up window or walk-in counter service with provision for consumption in inside dining area or carry-out.

Number of Franchisees: 11 in Illinois, Indiana, Kentucky, and Michigan.

In Business Since: 1966

Equity Capital Needed: $27,500.

Financial Assistance Available: As needed for qualified applicants.

Training Provided: Complete 24 days training course provided by franchisor at company owned drive-in under qualified instructors, covering all aspects of business including promotion, bookkeeping, controls, sales, advertising, insurance, etc. This training is supplemented by authoritative and complete operation and training manuals.

Managerial Assistance Available: On location assistance one week before opening and during first week of actual operation, by qualified Top Boy personnel. Periodic visits and inspections by experienced Top Boy personnel. Home office staff on call at any time.

Information Submitted: April 1973

TOTOS SYSTEMS
3003 Louisville Avenue
Monroe, Louisiana 71201
Jerry Keever, President

Description of Operation: Drive in, eat-in, carry out restaurant with limited menu, hamburger, large and small, cheeseburgers large and small, fish sandwich, chicken by the piece or box, soft drinks. Inside dinning available. Building is available portable style, combination building for hamburger and chicken 24x50 or building for chicken only 14x40. All equipment and fixtures are shipped in place and ready to use when hooked up to water and electric.

Number of Franchisees: 3 in Louisiana, Mississippi, Arkansas.

In Business Since: 1965

Equity Capital Needed: $5,000 to $15,000.

Financial Assistance Available: Parent company will participate in financing to qualified applicants.

Training Provided: Franchisee is required to take intensive training and indoctrination program to learn the complete operation. A TOTO Consultant will take charg of opening the business and assist in training the employees.

Managerial Assistance Available: Continuous assistance available.

Information Submitted: May 1973

WAFFLE HOUSE, INC.
2133 Lavista Executive Park
Tucker, Georgia 30084
Charles L. Julian, Jr.

Description of Operation: Twenty four hour fast food operation. Breakfast foods, sandwiches, steaks.

Number of Franchisees: 94 in 16 States.

In Business Since: 1967

Equity Capital Needed: $30,000 plus financing for land, building and equipment.

Financial Assistance Available: None.

Training Provided: 90 day training period conducted at training center in Decatur, Georgia to include all phases of operations-bookkeeping, commissary preparations, grill operations, customer service, etc.

Managerial Assistance Available: Continuous-site locations, inspections, inventory controls, etc.

Information Submitted: April 1973

WIFE SAVER INTERNATIONAL, INC.
Commerce Building
Augusta, Georgia 30902
Otis F. Askins, President

Description of Operation: Fast food restaurant featuring fried chicken and seafood.

Number of Franchisees: 6 in Georgia and South Carolina.

In Business Since: 1965

Equity Capital Needed: $16,500 (total investment $100,000).

Financial Assistance Available: Arrange leases for building and equipment and help make banking contacts.

Training Provided: Minimum 4 weeks.

Managerial Assistance Available: Technical assistance provided throughout term of franchise. Prospective franchisee must know managements responsibility to manage and we offer additional training if needed.

Information Submitted: April 1973

WISHBONE FRIED CHICKEN
Munford, Inc.
68 Brookwood Drive N.E.
P. O. Box 7701 Station C
Atlanta, Georgia 30309
Paul S. Richard, Sales Manager, Franchise Division

Description of Operation: Wishbone Fried Chicken offers a eat-in or carry-out unit, basic menu items include chicken, fish, shrimp, hand dipped ice cream, salads, desserts, etc. Open 7 days a week, individual franchises best suited for owner/operators. Area franchises available and require a specific number of units to be opened during the term of the franchise.

Number of Franchisees: 57 in 8 States.

In Business Since: 1969

Equity Capital Needed: Individual franchise fee is $5,000 plus inventory and operating capital. Area franchises require no fee, but applicant must have good net worth.

Financial Assistance Available: Reconditioned signs and equipment available from franchisor.

Training Provided: Two weeks mandatory training required and provided at location close to new franchise, if possible. Training covers all phases of operations, accounting, maintainence, merchandising, and advertising.

Managerial Assistance Available: Continuous operating assistance provided by skilled account representative in all phases. Financial statements and food cost analysis provided. Co-op advertising program optional along with constant monthly schedule for merchandising. Manual of operations and all accounting forms are provided for the franchisee.

Information Submitted: May 1973

WINKYS DRIVE-IN RESTAURANTS, INC.
Route 286
Saltsburg, Pennsylvania 15186

Description of Operation: Fast food/limited menu restaurants, featuring hamburgers, roast beef sandwiches, chicken & donuts.

Number of Franchisees: 11 in Pensylvania, West Virginia, Ohio, Illinois, Michigan

In Business Since: 1960

Equity Capital Needed: $46,500 minimum.

Financial Assistance Available: Up to 75% financing available from independent financing sources.

Training Provided: Minimum 4 weeks.

Managerial Assistance Available: Continuous home-office assistance, field supervision and counsel.

Information Submitted: May 1973

GENERAL MERCHANDISING STORES

BEN FRANKLIN
DIVISION CITY PRODUCTS CORPORATION
1700 South Wolf Road
Des Plaines, Illinois 60018
H. K. Browning-T. B. Jennings
Marketing and Real Estate Managers

Description of Operation: Ben Franklin Stores is a variety store operation. This Division of City Products Corporation provides both merchandise and retailing assistance to franchisees in all fifty states. The franchisee operates a private business with the advantages of chain-store buying, merchandising and promotional guidance, and a nationwide reputation for professional service to the public.

Number of Franchisees: 2,000 in 50 States.

In Business Since: 1877

Equity Capital Needed: $50,000.

Financial Assistance Available: Several financing plans are available to qualified persons, ranging from loans through commercial institutions to a direct participation in the equity of the business by the franchisor. Financial plans are available for investors and retail managers interested in operating a store on a buy-out basis.

Training Provided: Training provided for franchisee and employees in store by trained field personnel. Duration is flexible, depending upon background, qualifications and needs of the franchised owner.

Managerial Assistance Available: Assistance is available in finding locations, sales promotion and all phases of operation by headquarters periodic visits of field and headquarters personnel.

Information Submitted: May 1973

CLOTH CORNER FABRICS, INC.
4336 Greenberry Lane
Annadale, Virginia 22003
D. L. Parker, President

Description of Operation: Retail fabric stores and sewing centers.

Number of Franchisees: 10 in Virginia, Maryland, Pennsylvania, District of Columbia.

In Business Since: 1968

Equity Capital Needed: $5,000.

Financial Assistance Available: Depends on individual circumstances, however, generally includes establishing direct accounts with manufacturers.

Training Provided: Two weeks Management Training Program.

Managerial Assistance Available: Field supervision on continuing basis also semi-annual presentation of new fabric lines.

Information Submitted: April 1973

COAST TO COAST STORES
CENTRAL ORGANIZATION, INC.
Post Office Box 80
Minneapolis, Minnesota 55440

Description of Operation: Retail hardline outlets featuring national brands and private label merchandise in automotive, electrical, furniture, hardware, houseware, lawn-farm and garden, major appliances, paint and sundries, plumbing, sporting goods, toys and wheel goods.

Number of Franchisees: 1053 in 21 States.

In Business Since: 1929

Equity Capital Needed: $20,000 to $100,000.

Financial Assistance Available: Division finance manager and district managers assist franchisee with negotiations for term financing through local sources.

Training Provided: Following a two-day division office orientation, the store owner is assisted by a store project manager and/or a district manager during the store set-up of a new store or the transfer inventory of an existing store and thereafter on a continuing basis by the district manager.

Managerial Assistance Available: Two major merchandise and sales meetings are scheduled each year and include special clinics on store operations, accounting, etc. The district manager and other store operations personnel continue to provide in-field training and assistance via scheduled store visits.

Information Submitted: April 1973

GAMBLE-SKOGMO, INC.
Gamble Stores Division
5100 Gamble Drive
Minneapolis, Minnesota 55416
Dave Fowler

Description of Operation: Gamble Stores Division offers a complete retail store operation: hardware, automotive, sporting goods, major appliances, furniture, electrical, housewares, paints and supplies, lawn and garden, plumbing electronics carpet and floor covering. There is no Franchise fee.

Number of Franchisees: 1,214 in 22 States.

In Business Since: 1933

Equity Capital Needed: $35,000.minimum.

Financial Assistance Available: A total investment of $100,000 is recommended. If the qualified franchisee does not have enough assets for the total investment he may borrow equity capital from financial sources selected by him or from Retailers Growth Fund, Inc., (a company of Gamble-Skogmo, Inc.) a small business investment company licensed by the Small Business Administration.

Training Provided: Selected franchise and company-owned stores are established as training stores. The training program administered by the personnel department. Extensive thirty day (30) training period is required for new franchisees. Training is extended to existing franchisees on a continuing basis.

Managerial Assistance Available: The Gamble Division provides a complete merchandising program, modern distribution centers, operational program with complete manuals and bookkeeping service. Field supervisors who work closely with the franchisees and visit store regularly to assist in merchandising, operations and personnel.

Information Submitted: April 1973

UNITED DOLLAR STORES, INC.
Highway 54 West
Dumas, Arkansas 71639
Gerald D. O'Malley
General Sales Manager, Franchise Division

Description of Operation: Bantam Discount Variety Stores.

Number of Franchisees: 74 in 6 States.

In Business Since: 1962

Equity Capital Needed: $18,000-$50,000.

Financial Assistance Available: Primarily restricted to store fixtures and equipment that can be secured by a chattel mortgage, but financing on open accounts are being considered if properly secured.

Training Provided: One week practical application.

Managerial Assistance Available: Periodic meetings throughout the year pertaining to merchandise. Franchise consultation performed between 6 and 8 weeks per visit.

Information Submitted: April 1973

HEALTH AIDS/SERVICES

DIET CONTROL CENTERS, INC.
1021 Stuyvesant Avenue
Union, New Jersey 07083
Ruth Landesberg, Secretary

Description of Operation: Conducts classes on weight reduction.

Number of Franchisees: 27 in 8 states.

In Business Since: 1968

Equity Capital Needed: $500 minimum, based on population of area served.

Financial Assistance Available: Financial terms can be arranged for qualified persons.

Training Provided: Training conducted at main office. Observation and participation in actual groups in operation. Training and continued guidance in bookkeeping, advertising and business techniques.

Managerial Assistance Available: Continued guidance.

Information Submitted: May 1973

DIET WATCHERS FRANCHISE, LTD.
39 South Main Street
Spring Valley, New York 10977
Ann Gold, President

Description of Operation: Lectures and group therapy motivation to obtain weight loss.

Number of Franchisees: 105 in 6 states.

In Business Since: 1964, franchising since 1970

Equity Capital Needed: Minimum of $3,000, depending on location.

Financial Assistance Available: Franchisor will finance portion of franchise cost.

Training Provided: Training manual furnished. Training school in New York. Orientation in actual groups in operation. franchisor assists in preparing for opening.

Managerial Assistance Available: Weekly phone conferences between franchisor and franchisee. Monthly release contains new recipes, and other pertinent data.

Information Submitted: April 1973

THE DIET WORKSHOP
1975 Hempstead Turnpike
East Meadow, New York 11554
Lois Lindauer, President

Description of Operation: Group weight control.

Number of Franchisees: 39 in 20 States.

In Business Since: 1965

Equity Capital Needed: Cost of area franchise, $5,000. Recommended start-up capital, $2,000. Cost of mini-franchise $500.

Financial Assistance Available: Company will finance portion of franchise fee.

Training Provided: Four days intensive training, in classroom and on-the-job, plus three two-day trips to franchisee's area. Four operating manuals, including all bookkeeping and group supplies, weekly telephone contact, twice yearly visits, annual seminar, plus regional seminars.

Managerial Assistance Available:

Information Submitted: April 1973

GOURMET DIET PLAN, INC.
Post Office Box 1464
Bethlehem, Pennsylvania 18018
Jon T. Shehab

Description of Operation: Weight reduction program.

Number of Franchisees: 11 in Pennsylvania, New Jersey, Virginia, New York, Delaware.

In Business Since: 1969

Equity Capital Needed: $3,000.

Financial Assistance Available: Franchisor will assist in obtaining financing.

Training Provided: Two-day week-end training course, for franchisee and his employees.

Managerial Assistance Available: Teacher training can be arranged through home office. Franchisor provides personal individual assistance in addition to periodic training seminars.

Information Submitted: May 1973

HEALTH CLUBS OF AMERICA
Box 4098
Waterville, Connecticut 06714
William J. Nolan, Franchise Director

Description of Operation: Health and slenderizing salons with separate facilities for men and women.

Number of Franchisees: 14 in Connecticut, New York, New Jersey.

In Business Since: 1961

Equity Capital Needed: Minimum of $5,000, depending on equipment.

Financial Assistance Available: Financing may be arranged through Horizons of America, Inc., parent company.

Training Provided: One week management training in main office in New York. At least one week of day-today operational training at own club.

Managerial Assistance Available: Company is always available for counseling.

Information Submitted: May 1973

MEDIPOWER
Post Office Box 26201
Houston, Texas 77032
Floyd MacKenzie, President

Description of Operation: Selling products and services to physicians, hospitals, nursing home, etc. Sale--rent--lease of patient's aid, hospital beds, wheelchairs, walkers, crutches, etc.

Number of Franchisees: 3 in Texas

In Business Since: 1969

Equity Capital Needed: No franchise fee; investment limited to inventory; no minimum required.

Financial Assistance Available: None--on approved credit, 30 day open accounts.

Training Provided: Continuous sales training and on location aid for first two weeks.

Managerial Assistance Available: Continuous assistance on phases of operation.

Information Submitted: April 1973

NATIONAL DENTAL CENTERS
551 Fifth Avenue
New York, New York 10017
Hyman Levine

Description of Operation: The Center enables franchisees to obtain high quality dental manufactured products for professional dentists in his area at reasonable prices. The concept is based upon the high quality obtained from a large efficient manufacturing plant.

Number of Franchisees: 3 in New York, Georgia and Indiana

In Business Since: 1973

Equity Capital Needed: $10,000 minimum

Financial Assistance Available: None

Training Provided: Complete training program for sales people in technical and managerial areas.

Managerial Assistance Available: Continuing technical assistance as required.

Information Submitted: July 1973

SMOKE WATCHERS INTERNATIONAL, INC.
815 5th Avenue
New York, New York 10021
Nicholas Costa, President

Description of Operation: Program to help people stop smoking.

Number of Franchisees: 84 in 17 States and Canada.

In Business Since: 1968

Equity Capital Needed: $1,000 to $10,000

Financial Assistance Available: Up to 80% of cost of franchise is financed by franchisor.

Training Provided: Initial training is 4-5 days depending on size of area with field and on-the-job training at spaced intervals.

Managerial Assistance Available: Managerial and technical assistance is included in the training program, in-the-field supervision and in the periodic bulletins sent out from national headquarters. Continuous supervision and assistance in-the-field are available.

Information Submitted: April 1973

UNIHEALTH SERVICES CORPORATION
Post Office Box 53321
Gretna, Louisiana 70050
R. E. Ganucheau, Director of Marketing

Description of Operation: Nursing and other therapeutic services to Medicare patients in their homes.

Number of Franchisees: 12 in 9 states.

In Business Since: 1969

Equity Capital Needed: $37,000.

Financial Assistance Available: None.

Training Provided: Intensive 40 hour training program at the franchisor's main operation in New Orleans, La. The franchisee's Director of Nursing also receives two weeks training at the New Orleans headquarters.

Managerial Assistance Available: The franchisor provides complete technical support in acquiring the necessary licenses and permits. Continuing consultation is provided by regularly scheduled visits to the franchisees by company personnel. In addition, the company provides complete accounting and data processing services to the franchisees.

Information Submitted: April 1973

HEARING AIDS

RCI, INC.
308 South Walker
Wayzata, Minnesota 55391
Ralph Campagna

Description of Operation: Hearing aids in Montgomery Ward retail stores.

Number of Franchisees: 29 in 8 states

In Business Since: 1961

Equity Capital Needed: $5,000 to $10,000.

Financial Assistance Available: None.

Training Provided: Two to four weeks initial training. Follow-up training every month for 3 months operations. One "open house" promotion within first six months. Enrollment in NHAS home study course.

Managerial Assistance Available: Close business relationship maintained with licensee through sales meetings, publications, industry workshops and personal visits from licensor personnel.

Information Submitted: April 1973

HOME FURNISHINGS/FURNITURE--RETAIL/REPAIR/SERVICES

ABBEY CARPET COMPANY
6643 Franklin Boulevard
Sacramento, California 95823
Sanford Fine

Description of Operation: Specialty store-retail carpets.

Number of Franchisees: 84 in 13 states.

In Business Since: 1967

Equity Capital Needed: $8,000.

Financial Assistance Available: Franchisor will arrange financing as needed by the franchisee. Total investment required is $47,600.

Training Provided: Two weeks of intensive classroom type training is provided, followed by three weeks in-store training.

Managerial Assistance Available: Company provides continuous management service program. Field representatives work closely with franchisees and visit stores regularly.

Information Submitted: April 1973

AMITY INC.
3127 East Washington Avenue
Madison, Wisconsin 53704
Timothy J. Maloney, President

Description of Operation: Amity Inc. offers a unique furniture stripping system for the removal of varnish and paint from wood and metal, and is particularly effective on antiques. All shops are dealer-owned, including equipment. Amity supplies merchandise and does not take any percentage of dealer profits. Amity delivers all equipment, makes installation, and trains the dealer. Amity also provides on-going research and makes all new developments available to all dealers.

Number of Franchisees: 165 in 35 states.

In Business Since: 1970

Equity Capital Needed: $2,990 to $3,585.

Financial Assistance Available: Financing up to 50% available through a Madison bank.

Training Provided: Training provided at home office for the length of time required by purchaser. On-site training provided upon installation for one to two days.

Managerial Assistance Available: Managerial and technical assistance provided through monthly newsletter, telephone calls, home office visits, visits by officers to shops. Close continuous contact is maintained with all shops. Advertising and promotional ideas and assistance offered. National advertising in trade magazines.

Information Submitted: April 1973

BIX SALES COMPANY, INC.
3 East Third Street
Post Office Box 242
Lee's Summit, Missouri 64063
J. F. Van Hook

Description of Operation: Removing old finish from furniture.

Number of Franchisees: 250 in all states and Canada.

In Business Since: 1960

Equity Capital Needed: $3,000.

Financial Assistance Available: Deferred payments on original franchise cost of $1800.

Training Provided: Two weeks training at one of five training centers.

Managerial Assistance Available: -------

Information Submitted: April 1973

CENTURY 21 ENGINEERING CORPORATION
1725 Claudena Way
Anaheim, California 92804
A.V. Malone

Description of Operation: Repair damaged vinyl upholstery and carpets.

Number of Franchisees: 72 in 15 states and Canada.

In Business Since: 1966

Equity Capital Needed: Minimum of $8,600.

Financial Assistance Available: None

Training Provided: Ten days classroom training at our facility. On-the-job training at the distributor's location to insure successful operation.

Managerial Assistance Available: Assistance is provided during start-up period.

Information Submitted: May 1973

CROSSLAND FURNITURE RESTORATION STUDIOS
10009 East Toledo Road
Blissfield, Michigan 49228
Hugh J. Crossland, President

Description of Operation: Furniture stripping and refinishing service. Retail furniture refinishing products.

Number of Franchisees: 53 throughout the U.S. and Canada.

In Business Since: Parent company, Crossland Laboratories, since 1944. Crossland, 1969.

Equity Capital Needed: $8,000 to $12,500, depending on type of franchise.

Financial Assistance Available: Franchisor will finance 50% of initial investment for those who qualify.

Training Provided: Complete training is provided.

Managerial Assistance Available: Company provides marketing assistance, business management aids and technical help.

Information Submitted: April 1973

DELHI CHEMICALS, INC.
183 Delaware Street
Walton, New York 13856
Roger Northrup, Sales Manager

Description of Operation: Franchise outlets provide a community service to commercial, industrial and family accounts in the removal of finishes from articles made of wood, metal, glass, marble, alabaster, tin, copper, brass, bronze, etc. Rust removal, tarnish removal, metal cleaning and rust prevention are included in the services offered. Work is accomplished by dipping or soaking the item treated in chemical solutions.

Number of Franchisees: 178 in 31 states.

In Business Since: 1968

Equity Capital Needed: $4,200 to $8,000-according to package desired.

Financial Assistance Available: None

Training Provided: Three days of classroom and shop training in all aspects of the business at the pilot shop in Walton, New York.

Managerial Assistance Available: Continuing technical assistance upon request, usually in the form of resolving difficulties via letter or telegram. Additional training is available at all times in the pilot shop to keep franchisees current on broadening activities or for retraining in any aspect to augment this program. All programs are without charge to franchisees.

Information Submitted: April 1973

DIP 'N STRIP, INC
317 West Glenside Avenue
Glendside, Pennsylvania 19038
G. William Green, President

Description of Operation: Dip 'N Strip franchise offers an outstanding furniture stripping, operation for the removal of finishes, both metal and wood. Each operation requires approximately 2,000 square feet with ample parking and open 8 hours each day. This is a service business which supplies a needed service. Dip 'N Strip provides equipment and chemicals necessary for the operation.

Number of Franchisees: 65 in 13 states.

In Business Since: 1970

Equity Capital Needed: $6,000 for purchase of operation and approximately $1,000 for operating capital.

Financial Assistance Available: No Company financing.

Training Provided: Intensive five-day mandatory training course is scheduled for all new franchisees. The training is furnished at Glenside, Pennsylvania under supervision of the national training director.

Managerial Assistance Available: Dip 'N Strip provides continual supervision of franchises for the life of the franchise in the process of removing finishes. Complete manuals of operation and direction are provided. New methods added to the process will be introduced in the field by the area supervisor.

Information Submitted: April 1973

DRAPERY DESIGN CENTERS, INC.
4511 Brookpark Road
Cleveland, Ohio 44134
Roger A. English, President

Description of Operation: Retail drapery stores.

Number of Franchisees: Three in Ohio.

In Business Since: 1952-Franchising since 1970.

Equity Capital Needed: $22,000.

Financial Assistance Available: Some available to qualified applicants.

Training Provided: Thorough training course at company stores. Start-up assistance for one week at franchisee's own store.

Managerial Assistance Available: Complete operating manual, order forms, sales aids, accounting system, advertising aids and corporate advertising support program, continuing marketing assistance and technical help.

Information Submitted: April 1973

FLEX-COTE PRODUCTS CORPORATION
103 East Hawthorne Avenue
Valley Stream, New York 11530

Description of Operation: Reconditioning and re-coloring of upholstery finishes such as leather, vinyl, plastic and cloth.

Number of Franchisees: 150 in all states.

In Business Since: 1960

Equity Capital Needed: About $375. No charge for franchise, only charge is for supplies.

Financial Assistance Available: None.

Training Provided: A fifteen lesson course is sold for $19.95. When tests given in course are completed, a diploma is awarded. If additional instruction is needed, super-8 full color films showing entire operation are available at franchisor's cost. Total set of films in cartridges can be purchased for $26 and projected on the franchisee's own or rented super8 projector.

Managerial Assistance Available: Full support is given by Flex-Cote Chemical Corporation.

Information Submitted: April 1973

RUG CRAFTERS
3895 South Main Street
Santa Ana, California 92707
Howard J. Kastle, National Franchise Sales Director

Description of Operation: Rug Crafters operates a system of yarn craft stores which specialize in "Speed-Tufting" and related yarn crafts. The stores are approximately 1,000 square feet in size and are located in regional malls and atmospheric centers. Rug Crafters Stores offer demonstrations and instructions of "Speed-Tufting" in the making of rugs, wall hangings, tapestries, pillows, purses, etc.

Number of Franchisees: 16 in 10 states.

In Business Since: 1970

Equity Capital Needed: $20,000.

Financial Assistance Available: None. Total investment about $40,000 and Company will assist franchisee in obtaining local bank financing of about $20,000.

Training Provided: The Company provides a complete training program including product knowledge, store operation, selling techniques, inventory control and financial control. The program includes classroom and in-store training for eight days.

Managerial Assistance Available: Rug Crafters continually assists franchisee in all aspects of store operations including the introduction of new products, record keeping, selling methods, advertising and promotion. Rug Crafters provide an operations manual and the services of a field coordinator, in addition to the assistance available through the headquarters staff.

Information Submitted: May 1973

SIESTA SLEEP SHOP, INC.
386 Lindelof Avenue
Stoughton, Massachusetts 02072
Manuel Glickman, President

Description of Operation: Retail specialty mattress outlets carrying brand name bedding.

Number of Franchisees: 4 in Massachusetts.

In Business Since: 1953

Equity Capital Needed: $15,000 to $20,000.

Financial Assistance Available: Very little.

Training Provided: Six to eight weeks intensive training plus three months, as needed, extra supervision.

Managerial Assistance Available: Complete from stock room to management to sales and advertising. Program is effect for one year or less if not required.

Information Submitted: May 1973

SPECIALTY COATINGS AND CHEMICALS, INC.
7314 Varna Avenue
North Hollywood, California 91605
Henry C. Jacoby, President

Description of Operation: Vinyl and leather repair, recoloring, cleaning, and dressing.

Number of Franchisees: 1,000 in all States and overseas.

In Business Since: 1967

Equity Capital Needed: $198 to $1,285

Financial Assistance Available: None.

Training Provided: Training manual is supplied. Training school approved by State of California Department of Education. Also available is a week of training in the factory for $200 total fee. Purchasers of a dealership get a week of training at no charge. Trainees pay own hotel and travel expenses.

Managerial Assistance Available: A staff of chemists, trained field representatives and salesmen is available at all times for in-the-field training. Dealers in the various areas are available also for training and consultation.

Information Submitted: April 1973

SPRING CREST COMPANY
171 East Industry Avenue
La Habra, California 90631
James F. Brooks, Vice President

Description of Operation: Retail draperies, drapery hardware and accessories.

Number of Franchisees: 120 in 30 states and Canada.

In Business Since: 1968

Equity Capital Needed: $8,250 to $18,000

Financial Assistance Available: None.

Training Provided: Normally one or two weeks formal training can prepare the accepted franchisee to start his own business, with additional training as required after unit is opened. Training is either at company school or at franchise location.

Managerial Assistance Available: Procedural manual. Two area meetings per year. One national convention per year. Home office consultation available by phone or letter at any time. Monthly newsletter, National magazine advertising, prepared television commercials, news releases and newspaper ads.

Information Submitted: April 1973

STEAMATIC INCORPORATED
1601 109th Street
Grand Prairie, Texas 75050
Lindy Berry, General Manager

Description of Operation: Steam carpet cleaning services and in-home dry cleaning process for upholstery and drapes.

Number of Franchisees: 103 in 30 states.

In Business Since: 1967

Equity Capital Needed: $4,000 to $30,000.

Financial Assistance Available: If franchisee qualifies, one-half of franchise fee can be financed through Fort Worth bank.

Training Provided: Two weeks at headquarters at Grand Prairie, two weeks at franchisee's location.

Managerial Assistance Available: Continuous assistance in sales, equipment service, advertising materials, research and development, computer management system.

Information Submitted: April 1973

STRIP NU ENTERPRISES
RD 3, Route 55
Poughkeepsie, New York 12603
William C. Poertner, Jr.
Eastern Division Manager

Description of Operation: Paint and varnish stripping of furniture, doors, shtters, etc.

Number of Franchisees: 12.

In Business Since: 1966

Equity Capital Needed: $6,000 to $6300.

Financial Assistance Available: None. No royality payments, franchisee owns all equipment and purchases supplies locally.

Training Provided: Full training at franchisor's pilot plant.

Managerial Assistance Available: Guidance on advertising, pricing, plant layout, equipment. Franchisor is available for consultation on any problem which might arise.

Information Submitted: May 1973

UNION CHEMICAL COMPANY, INC.
Union, Maine 04862
George Koeck, Sales Manager

Description of Operation: Furniture stripping and refinishing.

Number of Franchisees: 44 in 13 states.

In Business Since: 1967

Equity Capital Needed: $5,100 to $16,500

Financial Assistance Available: Lease purchase plans available. No royalties, licensee owns all equipment outright.

Training Provided: Up to one week of complete instruction in an operating franchise, plus follow-up.

Managerial Assistance Available: Complete operating procedures, including technical and managerial techniques. Annual meetings of franchisees.

Information Submitted: April 1973

WICKER WORLD, INC.
2991 West Bay Drive
Largo, Florida 33540
Eileen Crudgington, Secretary

Description of Operation: Retail merchandising of locations for the sale of wicker and related home furnishings accessories, including wicker, rattan, casual furniture and craft items. The craft center features decoupage, papier tole and reposse; also craft classes are held at the Wicker World location.

Number of Franchisees: 9 in Michigan and Florida.

In Business Since: 1968

Equity Capital Needed: $22,000.

Financial Assistance Available: None.

Training Provided: Two weeks in-depth training program at corporate headquarters and two weeks training within the new store, besides assistance in craft sessions, inventory control methods and design and layout of interior.

Managerial Assistance Available: Continuous management assistance in systems, inventory, new innovations, creative sales promotion programs with advertising, public relations and salesmanship counseling.

Information Submitted: June 1973

LAUNDRIES, DRY CLEANING-SERVICES

A CLEANER WORLD
1213 Dorris Street
High Point, North Carolina 27260
T. Jack Embler, Vice President-Retail Operations

Description of Operation: "A Cleaner World" - the ultimate in total service in the dry cleaning and shirt laundry industry. Each operation is housed in a standardized building 2640 square feet and features at-the-car service 5 days each week. "A Cleaner World" - lives up to its name in cleanliness with the emphasis on fast, courteous service and quality workmanship.

Number of Franchisees: 51 in North Carolina, South Carolina, Tennessee, Virginia, Georgia.

In Business Since: 1969

Equity Capital Needed: $10,000

Financial Assistance Available: A total investment of $55,000 is necessary to open A Cleaner World plant. The initial payment of $10,000 is used for operating capital, advertising, licenses, permits and supplies. The company will finance the balance for qualified persons (8 years). Franchisee has option to arrange own outside financing.

Training Provided: Training consists of one week of classroom instructions and eleven weeks of in-plant training following a prescribed plan under the supervision of a qualified training manager. Thereafter, regular training seminars are conducted for the life of the franchise.

Managerial Assistance Available: The key to our system is standardization and uniformity. As a closely knot team, we benefit from each other's success and avoid repeating errors. A district manager is assigned to every 30 stores and is available to assist in solving problems. Complete manual of operations, forms and directions are provided. Continual assistance is also provided in such areas as bookkeeping, advertising, and inventory control.

Information Submitted: April 1973

BIG B FRANCHISE INC.
Post Office Box 1000
Richmond, Kentucky 40475
Henry Stephens, General Manager

Description of Operation: Fast service laundry and dry cleaning stores. One hour cleaning and three hour shirt service.

Number of Franchisees: 7 in Kentucky and Mississippi.

In Business Since: 1971

Equity Capital Needed: Total cost approximately $40,000 to $50,000.

Financial Assistance Available: None

Training Provided: Complete training at owner's expense.

Managerial Assistance Available: Managerial assistance and supervision in bookkeeping, equipment and supplies.

Information Submitted: May 1973

COIT DRAPERY & CARPET CLEANERS, INC.
897 Hinckley Road
Burlingame, California 94010
Jeri Simpson, Franchise Director

Description of Operation: Supply, leasing, maintenance of draperies and other window furnishings.

Number of Franchisees: 140 in 50 states, Canada and Europe.

In Business Since: 1963

Equity Capital Needed: Minimum $5,000

Financial Assistance Available: Will extend credit to qualified individuals, but encourages outside financing.

Training Provided: Initial training at franchisor's plant in California or regional plant. Additional training at franchisee's plant.

Managerial Assistance Available: Refresher training at regional meetings, manual of operating instructions, continuous managerial and technical assistance, quality control and research and development programs. Regional meetings, bulletins, a house journal, and revisions to the franchise manual are used to disseminate information to franchisees.

Information Submitted: May 1973

COMET INTERNATIONAL CORPORATION
178 North County Road
Palm Beach, Florida 33402
Stanley K. Ellenbogen

Description of Operation: Fast service laundry and dry cleaning.

Number of Franchisees: 33 in Florida, and Rhode Island

In Business Since: 1968

Equity Capital Needed: $15,000

Financial Assistance Available: Franchisor arranges for $20,000 equipment loan for franchisee.

Training Provided: At least two weeks in training plant. Two weeks additional in franchisee's plant at opening.

Managerial Assistance Available: Advertising and in-store promotions, quality control inspections, assistance in purchasing supplies, training on new cleaning techniques, solvents, and methods for handling new fabrics, monthly profit and loss statement with financial critique, continual training of personnel.

Information Submitted: April 1973

COOK MACHINERY COMPANY, INC.
4301 South Fitzhugh Avenue
Dallas, Texas 75226
Doug Garber, General Sales Manager

Description of Operation: Country Clean laundry and drycleaning stores.

Number of Franchisees: 200 in all states.

In Business Since:

Equity Capital Needed: $15,000 to $25,000.

Financial Assistance Available: Financing available for qualified applicants.

Training Provided: On the job training by local distributors.

Managerial Assistance Available: Managerial and technical assistance provided by local distributors.

Information Submitted: May 1973

DUTCH GIRL CLEAN & STEAM
One Commercial Avenue
Garden City, New York 11530
H. Edward Beekman, Jr.
Marketing Manager

Description of Operation: Dry cleaning, steam finishing and professional spotting.

Number of Franchisees: 33 in 7 states.

In Business Since: 1964

Equity Capital Needed: $10,000 to $15,000

Financial Assistance Available: Financing up to 90 percent of equipment costs.

Training Provided: Initial training in operating store, followed by on-the-job training in franchisee's store. Training period is about two weeks.

Managerial Assistance Available: All phases of assistance are available in management, promotion, accounting and technical.

Information Submitted: May 1973

FEDNOR CORPORATION
Woodbridge Avenue
Edison, New Jersey 08817
H. R. Moon, General Manager

Description of Operation: Laundry and dry cleaning stores.

Number of Franchisees: 265 in all States.

In Business Since: 1961

Equity Capital Needed: $15,000 to $35,000

Financial Assistance Available: None

Training Provided: Local distributor provides training and counseling.

Managerial Assistance Available: By Local Distributor

Information Submitted: April 1973

GIGANTIC CLEANERS & LAUNDRY, INC.
401 East 17th Avenue
Denver, Colorado 80203
Stanley Orlin, Secretary-Treasurer

Description of Operation: Fast service laundry and dry cleaning plants.

Number of Franchisees: 7 in Colorado

In Business Since: In business since 191[illegible], franchising since 1969.

Equity Capital Needed: $16,000

Financial Assistance Available: Balance of $24,000 can be financed.

Training Provided: Initial training is two weeks in franchisor's plants. Four to six weeks on-the-job training in franchisee's plant.

Managerial Assistance Available: Assistance on-site location, equipment and installation. Start up supplies (to last at least 30 days) will be placed in plant. Constant managerial and technical assistance will be provided. Monthly profit and loss statement provided.

Information Submitted: April 1973

JIFFY CLEAN & STEAM
One Commercial Avenue
Garden City, New York 11530
H. Edward Beekman, Jr., Marketing Manager

Description of Operation: Fast service dry cleaning, steam finishing, professional spotting and limited pressing.

Number of Franchisees: 6 in New York.

In Business Since: 1964, franchising since 1969.

Equity Capital Needed: $10,000 to $15,000

Financial Assistance Available: Franchisor will finance up to 90 percent of the cost of equipment.

Training Provided: On-the-job at franchisee's plant or franchisor's training center.

Managerial Assistance Available: All phases of managerial and technical assistarce are provided.

Information Submitted: May 1973

MARTIN SALES
American Laundry Machinery Division
McGraw-Edison Company
5050 Section Avenue
Cincinnati, Ohio 45212
Peter N. Pasco

Description of Operation: Fast service Martinizing cleaning stores.

Number of Franchisees: 3,000 in 49 states

In Business Since: 1950

Equity Capital Needed: Minimum $15,000

Financial Assistance Available: Installment purchase of equipment available through McGraw-Edison Credit Corporation.

Training Provided: On-the-job training in established store with minimum of 78 hours.

Managerial Assistance Available: Continuing supervision and guidance. Periodic store inspection by field franchise inspectors.

Information Submitted: April 1973

LAWN AND GARDEN SUPPLIES/SERVICES

LAWN-A-MAT CHEMICAL AND EQUIPMENT CORPORATION
1 Old Country Road
Carle Place, New York 11514
Fred Dorfman

Description of Operation: Automated mobile garden center.

Number of Franchisees: 327 in 31 States and Canada.

In Business Since: 1961

Equity Capital Needed: $12,500 for a dealership.

Financial Assistance Available: For qualified applicants.

Training Provided: Initial training at franchisor's training center. Continuous follow-up training in the field.

Managerial Assistance Available: Horticultural, managerial, technical and sales training provided on a continuing basis at regular seminars and in the field. Personnel available to solve special problems.

Information Submitted: May 1973

LAWN DOCTOR INCORPORATED
Conover Road
Wickatunk, New Jersey 07765
Anthony Giordano, President

Description of Operation: Professional automated law service

Number of Franchisees: 78 in 15 states

In Business Since: 1967

Equity Capital Needed: $16,500

Financial Assistance Available: None

Training Provided: Extensive two week managerial, sales and technical training at the home office. One week technical training for each employee at the home office. Weekly workshops. Management seminars.

Managerial Assistance Available: All necessary initial bookkeeping, advertising, and sales promotional materials supplied. Close follow-up after initial training with service representatives available for both telephone and in the field assistance whenever required. Public relations consultation available. Cassette tapes of weekly workshops sent to the franchisees who can not attend meetings.

Information Submitted: April 1973

LAWN KING, INC.
14 Spielman Road
Fairfield, New Jersey 07006
Joseph J. Sandler, President

Description of Operation: Automated lawn service.

Number of Franchisees: 150 in 11 states

In Business Since: 1970

Equity Capital Needed: $15,000

Financial Assistance Available: $7500

Training Provided. Two weeks of intensive training at inception, covering managerial, technical, sales, advertising and mechanical aspects. Balance of first year is a training year. Continuous training thereafter.

Managerial Assistance Available: Bookkeeping/tax system, accounting service, contract forms, billing procedures, newspaper advertising layouts, direct mail program, television commercials, forms and tools for estimates and lawn analyses, and consultants for lawn care problems are provided from the inception with unlimited duration.

Information Submitted: April 1973

LAWN MEDIC INC.
1024 Sibley Tower Building
Rochester, New York 14604
John C. Seely, Chairman of the Board and Treasurer

Description of Operation: Automated lawn service.

Number of Franchisees: 147 in 23 states

In Business Since: 1968

Equity Capital Needed: $9,500

Financial Assistance Available: Franchisor will finance some franchisees.

Training Provided: Three day classroom session plus two days in the field. Regular seminars and training meetings after franchisee is established.

Managerial Assistance Available: Assistance in bookkeeping, advertising, inventory control and tax advice. District and field managers render assistance. Continuous research in marketing, products and service.

Information Submitted: April 1973

SUBURBAN LAWN SERVICES
28 West Hills Road
Huntington, New York 11746
Louis Sax, President

Description of Operation: Garden center service to the home.

Number of Franchisees: 34 in 9 States

In Business Since: 1962

Equity Capital Needed: $16,500.

Financial Assistance Available: Chemicals sold to franchisee on credit.

Training Provided: Initial two week training - continuous management assistance thereafter.

Managerial Assistance Available: Weekly control sheets along with perpetual profit and loss statements, permitting continuing management assistance.

Information Submitted: May 1973

TURF TENDERS, INCORPORATED
G-6433 Corunna Road
Flint, Michigan 48504
Clayton Beach, President

Description of Operation: The franchisor is a developed and established "lawn care" system that orients itself to domestic, industrial and commercial turf care. The equipment and program are designed to reflect credibility and professionalism in the turf care industry.

Number of Franchisees: 37 in 6 states.

In Business Since: 1969

Equity Capital Needed: $20,500.00. A complete Turnkey operation.

Financial Assistance Available: Franchisor and/or commercial financing programs are available. All arrangements by franchisor. Step-van truck, John Deere tractor and other specially built equipment is titled to the franchisee.

Training Provided: Each new franchisee is throughly trained for a 2 week period. During this time, the new licensee is exposed to all the Turf Tender equipment and systems. This training time is designed to provide the new franchisee with the essential aspects of the program.

Managerial Assistance Available: The franchisor assists each new franchisee in obtaining a local, state and federal applicators license. The franchisor maintains local, state and federal licensing for all chemicals utilized in the Turf Tender program. The Turf Tender manual covers the many important facets of the program. This manual is up-dated and revisions are made available to franchisees. The franchisor provides company publications on a regular basis. Each franchisee receives regular visits by Turf Tender representatives who will consult with the franchisee on the operation and offer useful advice and counsel such as equipment development, management information, advertising, training, communication, incentives, ecological standards and chemical advancements.

Information Submitted: April 1973

MAINTENANCE/CLEANING/SANITATION-SERVICES/SUPPLIES

ABC MAINTENANCE DEVELOPMENT CORPORATION
4419 Van Nuys Boulevard
Suite 307
Sherman Oaks, California 91344
Phillip A. Syphers, President

Description of Operation: Professional cleaning on a contract basis of commercial, industrial and institution businesses.

Number of Franchisees: 75 in California.

In Business Since: 1971

Equity Capital Needed: $350 to $5,000.

Financial Assistance Available: Will finance qualified applicants.

Training Provided: On-the-job training until franchisee is capable of providing quality service.

Managerial Assistance Available: Continuous managerial assistance including invoicing, collections, field consultation and public relations.

Information Submitted: June 1973

C. C. I., INC.
P. O. Box 996
17 South River Street
Janesville, Wisconsin 53545
Charles E. Brees, Vice President-Franchise Marketing

Description of Operation: Exclusive licensors of Captain Clean franchises, specializing in heavy duty power vacuum, power washing, and catastrophe cleaning. Service is provided for all types of buildings, industrial, commercial, residential, governmental and institutional. All franchises are granted on an exclusive area basis.

Number of Franchisees: 61 in 20 States.

In Business Since: 1970

Equity Capital Needed: $7,900 or $13,900.

Financial Assistance Available: We provide financing up to $20,000 over a five year period.

Training Provided: One week at Area Director's location. Four to six days in new franchisee's area and further training as outlined in our franchise agreement.

Managerial Assistance Available: Management assistance, advertising development, bookkeeping assistance, area seminars, technical assistance in bidding of major cleaning contracts provided by Area Director and company field men.

Information Submitted: April 1973

CROSSLAND LABORATORIES, INC.
10009 East Toledo Road
Blissfield, Michigan 49228
Hugh J. Crossland, President

Description of Operation: Products for maintenance, sanitary supply and industrial fields.

Number of Franchisees: 141 throughout the United States, Puerto Rico and Canada.

In Business Since: 1944

Equity Capital Needed: $10,000, which includes training and initial inventory.

Financial Assistance Available: None

Training Provided: Training and retraining classes are offered, as well as field training.

Managerial Assistance Available: Franchisees contacted periodically for counseling purposes by franchisor's representative. Advice and assistance by mail.

Information Submitted: April 1973

DOMESTICARE, INC.
190 Godwin Avenue
Midland Park, New Jersey 07432
Stephen G. Janick, Vice President and General Manager

Description of Operation: Residential and commercial cleaning services: complete on-location cleaning services, including general cleaning; rug and upholstery cleaning; floor waxing and reconditioning; window and wall washing; drapery and venetian blind service; static proofing and anti soil treatments; smoke damage and deordorizing; and janitor service.

Number of Franchisees: 25 in Connecticut, Maryland, New Jersey, New York and Pennsylvania.

In Business Since: 1964

Equity Capital Needed: $1,500 minimum.

Financial Assistance Available: Domesticare will assist in financing remaining $8,500 over 5 years. Package includes territory, new truck, training, equipment, initial advertising, business system, prepaid business insurance and working capital fund.

Training Provided: Two weeks at headquarters, plus two weeks at franchisee's territory.

Managerial Assistance Available: Area managers offer follow-up assistance, furnish manuals, forms, twice-a-year seminars. Cooperative advertising program, accounting system, stationery.

Information Submitted: April 1973

DURACLEAN INTERNATIONAL
Duraclean Building
Deerfield, Illinois 60015
William H. Hartmann
Franchise Director

Description of Operation: On-location cleaning of carpet and upholstery fabrics, plus soil-retarding, flame-retarding, spot removal, mothproofing and minor carpet repair.

Number of Franchisees: 2,000 in all 50 States, all provinces of Canada, and 28 other countries.

In Business Since: 1930

Equity Capital Needed: $1,195 downpayment.

Financial Assistance Available: Franchisor will finance balance of franchise cost after $1,195 down payment.

Training Provided: Five day resident training school. One day training with experienced franchisee.

Managerial Assistance Available: Advertising, sales promotion, bookkeeping, laboratory services on cleaning and technical spotting. Regional meetings and international conventions bi-annually.

Information Submitted: May 1973

GENERAL SEWER SERVICE
P. O. Box 83
Iselin, New Jersey 08830
Frank Shingle, Vice President

Description of Operation: Residential and commerical electric sewer cleaning.

Number of Franchisees: 18 in New Jersey, New York, Pennsylvania and Connecticut.

In Busines Since: 1967

Equity Capital Needed: $5,000 average

Financial Assistance Available: Franchisor will finance balance of franchise cost above $5,000 downpayment.

Training Provided: Minimum 13 days.

Managerial Assistance Available: Continual availability of headquarters personnel. On the spot assistance as required. Dispatch and operational manual. Periodic seminars planned.

Information Submitted: April 1973

GUARDIAN POWER CLEANING CORPORATION
117 Main Street
Little Rock, Arkansas 72201
Ruyle W. Hanf, Executive Vice President

Description of Operation: Technical and professional cleaning services leading to the reduction of fires, explosions, and aiding sanitation and quality control through the removal of inflammable, combustible, and toxic substances from all types of air handling and exhaust systems.

Number of Franchisees: 5 in Arkansas, Louisiana, Oklahoma and Texas.

In Business Since: 1945

Equity Capital Needed: Dependent upon population area of territory desired by franchisee.

Financial Assistance Available: None

Training Provided: Practical and on-the-job training in technical cleaning services in and by company-owned and operated service branches of Guardian Power Cleaning Corporation. Length of training depends upon the adaptability of franchisee.

Managerial Assistance Available: Continuing managerial and technical assistance is made available to franchisee, as requested. This assistance is of continuing nature and is not limited as to duration.

Information Submitted: April 1973

HAPPY BEAR, INC.
Box 1388
Valdosta, Georgia 31601
Richard DeLoach, President

Description of Operation: A service type franchise involving an economical system for exterior cleaning and restoration of practically any kind of structure or mobile equipment. The power pressure spray equipment is transported to the job in a van that includes winch, ramp, high pressure pump and hose assembly. The equipment applies water-soluble chemicals to surface being cleaned.

Number of Franchisees: 16 in 5 States.

In Business Since: 1970

Equity Capital Needed: $20,000. This provides "turnkey" operation that includes: van, equipment, initial supply of forms, brochures, advertising materials and grand opening promotion.

Financing Available: Banks may finance all or part.

Training Provided: One week training on own truck at home office. One week field training in own territory by home office representative, plus complete operations manual.

Managerial Assistance Available: Periodic visits by company representatives. Management assistance is available on a continuing basis. "Happy Bear" costume is available on loan basis for special promotions.

Information Submitted: April 1973

MARK CHEMICAL COMPANY, INC.
190 North Cypress Street
Orange, California 92666
Darol W. Carlson, Director of Franchise Operations

Description of Operation: Market commercial dishwashing, pest control and sanitation products.

Number of Franchisees: 67 in 25 States

In Business Since: 1959

Equity Capital Needed: $15,000

Financial Assistance Available: Limited financing is available.

Training Provided: Two weeks in home office, plus two weeks on-the-job in own territory.

Managerial Assistance Available: Continued managerial and technical assistance.

Information Submitted: April 1973

NATIONAL SURFACE CLEANING CORPORATION
4959 Commerce Parkway
Cleveland, Ohio 44128
David A. Sheridan, President

Description of Operation: National Surface Cleaning Corporation manufactures specialized chemicals and equipment to clean exterior of masonry (stone or brick) buildings. This inexpensive process replaces the need for sandblasting to effectively clean brick or stone structures.

Number of Franchisees: 18 in 10 States.

In Business Since: 1971

Equity Capital Needed: $6,950 to $16,950.

Financial Assistance Available: Financing is available to qualified applicants. Minimum of 50% is required down with the balance financed over a three to five year period.

Training Provided: Home office training for one week. Training in franchisee's area for three days. Additional in-field training available at no charge upon reasonable request.

Managerial Assistance Available: National Surface Cleaning Corporation provides continual management service for the life of the franchise in such areas as advertising, operations and sales. Complete manuals of operations, forms, and directories are provided. Field managers are available to work closely with franchisees and visit franchisees regularly to assist solving problems. The company sponsors meetings of franchisees and conducts marketing and product research to maintain high National Surface Cleaning Corporation consumer acceptance.

Information Submitted: April 1973

NATIONWIDE FASTENER SYSTEMS, INC.
240 Laura Drive
Addison, Illinois 60101
Frank Cavanaugh, President

Description of Operation: Supply nuts, bolts, screws, etc., for industrial use from mobile warehouse.

Number of Franchisees: 52 in 10 States

In Business Since: 1969

Equity Capital Needed: $5,000 down.

Financial Assistance Available: $10,000.

Training Provided: One week in home office, plus one week in the field.

Managerial Assistance Available: Continuous back-up through personal and telephone conferences, national advertising, manuals and bookkeeping system.

Information Submitted: May 1973

PORT-O-LET COMPANY, INC.
2300 Larsen Road
Jacksonville, Florida 32207
Leroy O. Eger, President

Description of Operation: On-the-site temporary toilet facilities for construction sites, etc.

Number of Franchisees: 71 in 21 States and Puerto Rico.

In Business Since: 1954

Equity Capital Needed: $5,000 to $25,000

Financial Assistance Available: None

Training Provided: One week at headquarters plus additional training in the field.

Managerial Assistance Available: Franchisor furnishes equipment, does all invoicing, record keeping, accounts receivable, collections, etc.

Information Submitted: May 1973

ROTO-ROOTER CORPORATION
300 Ashworth Road
West Des Moines, Iowa 50265
William F. Dau, Sales Manager

Description of Operation: Sewer and drain cleaning service.

Number of Franchisees: 535 in all 50 States.

In Business Since: 1935

Equity Capital Needed: $5,000

Financial Assistance Available: None

Training Provided: Training available at home office, but most new franchisees prefer training at an operating franchise near their homes.

Managerial Assistance Available: Continued assistance in all phases of operation through field staff, manuals, bulletins, etc.

Information Submitted: May 1973

SERVICEMASTER INTERNATIONAL, LTD.
2300 Warrenville Road
Downers Grove, Illinois 60515
R. Thomas Gibson, Market Expansion Manager

Description of Operation: Professional cleaning of homes, offices, plants, public buildings and institutions, covering carpets, furniture, walls, floors, and fixtures.

Number of Franchisees: 1,070 in 50 States and 21 foreign countries.

In Business Since: 1947

Equity Capital Needed: $3,500

Financial Assistance Available: Franchisor will finance qualified applicants.

Training Provided: Home study course, two weeks on-the-job with established franchisee, one day in the field with counselor, one week resident training school.

Managerial Assistance Available: Managerial assistance is available on a continuous basis, from the company and from the master franchise coordinator of franchisees in the field. The company makes available advertising, sales promotion, formal training, laboratory services, regional and international meetings.

Information Submitted: April 1973

SPARKLE WASH, INC.
177 East Washington Street
Chagrin Falls, Ohio 44022
Otto V. Jackson, President

Description of Operation: Cleaning fleets of trucks, cars, off-highway equipment, airplanes, boats, commercial buildings, mobile homes and residences with mobile, self-contained units.

Number of Franchisees: 60 in 28 States and 10 throughout Canada.

In Business Since: 1965

Equity Capital Needed: $15,950 for equipment, license--complete turnkey package.

Financial Assistance Available: Finance up to $8,500 per 3 years by franchisor.

Training Provided: Initial training at headquarters.

Managerial Assistance Available: Advertising borchures, flyers, self-mailers. Complete and specialized assistance on sales, business and technical aspects from head office. Field supervision available in special instances.

Information Submitted: April 1973

VON SCHRADER MANUFACTURING COMPANY
1600 Junction Avenue
Racine, Wisconsin 53403
F. U. von Schrader, President

Description of Operation: Commercial cleaning of rugs, carpets, furniture, automobile interiors, and interior painted walls and ceilings with electrically operated automatic machines.

Number of Franchisees: Over 25,000 in all 50 States and 42 foreign countries.

In Business Since: 1935

Equity Capital Needed: $350 to $1,[illegible]0

Financial Assistance Available: Franchisor will finance up to $580.

Training Provided: Business manuals and instruction books, personal factory and in the field instruction, together with available factory consulting staff for individual specific problems.

Managerial Assistance Available: A staff of rug, upholstery and wall cleaning experts is available for assistance. A group of business operation consultants is also available. Both of these services are for personal guidance at the factory and in the field at no cost to franchisee.

Information Submitted: June 1973

MOTELS, HOTELS

BEST EASTERN MOTELS
186 Westward Drive
Miami Springs, Florida 33166
Owen R. Harris, President

Description of Operation: Nationwide independent motel/motor inn referral system.

Number of Franchisees: 250 nationwide.

In Business Since: 1929

Equity Capital Needed: $300 to $2,000.

Financial Assistance Available: None

Training Provided: On-site training, working with established businesses.

Managerial Assistance Available: Programs to help increase room occupancy through advance reservations, centralized supply programs and national advertising.

Information Submitted: April 1973

THE DOWNTOWNER CORPORATION
P. O. Box 1048
Nashville, Tennessee 37202
Don T. Baker, Vice President, Franchise Division

Description of Operation: Diversified food service/lodging company.

Number of Franchisees: 76 in 30 States.

In Business Since: 1958

Equity Capital Needed:

Financial Assistance Available: None

Training Provided: Training provided as long as franchise relation lasts.

Managerial Assistance Available: Continuous guidance.

Information Submitted: April 1973

HAPPY INNS OF AMERICA, INC.
P. O. Box 1984
Orlando, Florida 32802
Robert F[illegible]olley, Chairman of the Board

Description of Operatio[illegible]et-economy motor inns.

Number of Franchisees: 17 in 7 States.

In Business Since: 1970

Equity Capital Needed: Approximately 20 percent of construction cost.

Financial Assistance Available: Will assist in preparing the presenting mortgage package to financial institutions.

Training Provided: Thirty days training for managers on-job - continued supervision throughout life of contract - operation manual, continually up-dated.

Managerial Assistance Available: Continual management assistance as needed.

Information Submitted: April 1973

HOLIDAY INNS, INC.
3796 Lamar Avenue
Memphis, Tennessee 38118
William E. Dover, Associate Director - Franchise Sales Division

Description of Operation: Motels and restaurants

Number of Franchisees: 2,088 in all States and many foreign countries.

In Business Since: 1954

Equity Capital Needed: $250,000 cash - $1,500,000 net worth.

Financial Assistance Available: None

Training Provided: Three week course at Holiday Inn University.

Managerial Assistance Available: Continuing guidance as needed.

Information Submitted: April 1973

PASSPORT INNS OF AMERICA, INC.
3139 Stonebrook Circle
Memphis, Tennessee 38116
Frank G. Clement, Jr., Director of Franchise Activities

Description of Operation: Motels and restaurants. Luxury at economy rates.

Number of Franchisees: 3 in 3 States.

In Business Since: 1971

Equity Capital Needed: Land for motel development.

Financial Assistance Available: Guidance and counseling.

Training Provided: Orientation program for owner and manager.

Managerial Assistance Available: Guidance on company policies, procedures, forms and methods.

Information Submitted: June 1973

QUALITY INNS INTERNATIONAL, IN[illegible]
10750 Columbia Pike
Silver Spring, Maryland 2090[illegible]
Leonard K. Dowiak, Direc[illegible]ons

Description of Operation: Motor inns with food and be[illegible]

Number of Franchisees: 340 throughout U.S. and Canada.

In Business Since: 1941

Equity Capital Needed: $150,000 to $200,000 plus land and financing.

Financial Assistance Available: Furnishings may be leased or financed through franchisor's subsidiary company.

Training Provided: Orientation program for owners or managers prior to motel opening.

Managerial Assistance Available: Guidance on company policies, procedures, accounting forms and methods included in training course. Franchisor will help owners find qualified executives.

Information Submitted: May 1973

RAMADA INNS, INC.
3838 East Van Buren Street
Phoenix, Arizona 85008
H. H. Mobley, Director of Franchising

Description of Operation: Motor hotels

Number of Franchisees: 343 in 46 States and many foreign countries.

In Business Since: 1959

Equity Capital Needed: Approximately $400,000.

Financial Assistance Available: None

Training Provided: Two to four week training session at the management development center.

Managerial Assistance Available: Continual consulting privileges with franchisor executives. Regional meetings and annual meeting. Four annual inspections made.

Information Submitted: April 1973

RED CARPET INNS OF AMERICA, INC.
Penthouse, Diplomatic Center North
101 Seabreeze Boulevard
P. O. Box 2510
Daytona Beach, Florida 32015
William A. Harwood, Executive Vice President

Description of Operation: Operation of motels

Number of Franchisees: 260 in 40 States.

In Business Since: 1969

Equity Capital Needed: 20 percent of total cost

Financial Assistance Available: Assistance is rendered in preparation of mortgage package and introduction to financial institutions.

Training Provided: Training given during planning stages.

Managerial Assistance Available: Management company for the purpose of managing franchised motels.

Information Submitted: April 1973

REGAL 8 INNS
P. O. Box 1268
Mt. Vernon, Illinois 62864
Mrs. Dee Smith, Assistant Franchise Director

Description of Operation: Motels

Number of Franchisees: 11 in Illinois, Iowa, Missouri, Ohio, and Indiana.

In Business Since: 1970

Equity Capital Needed: $2,500.

Financial Assistance Available: Feasibility study only.

Training Provided: Three weeks manager training at an existing motel plus quarterly visits and assistance as requested.

Managerial Assistance Available: As above on straight franchise. Complete management on management contract.

Information Submitted: April 1973

RODEWAY INNS OF AMERICA
2880 LBJ Freeway
Suite 400
P. O. Box 34736
Dallas, Texas 75234
Robert L. Weber, Vice President of Franchising

Description of Operation: Hotel/motel, recreational vehicle parks with food and beverage.

Number of Franchisees: 80 in 22 States.

In Business Since: 1961

Equity Capital Needed: Governed by size of project.

Financial Assistance Available: Will assist franchisee in obtaining financing.

Training Provided: Two weeks school and on-the-job training at company project.

Managerial Assistance Available: Managerial and technical assistance provided in design, decor, plans, financing, site location, feasibility studies and in management.

Information Submitted: June 1973

SHERATON INNS, INC.
470 Atlantic Avenue
Boston, Massachusetts 02210
Irving Zeldman, President

Description of Operation: Operate motor inns.

Number of Franchisees: 330 in 43 States and worldwide.

In Business Since: 1962

Equity Capital Needed: Approximately 20 percent of total cost.

Financial Assistance Available: Will assist in preparing mortgage presentation.

Training Provided: Seminars for owners and general managers prior to opening. Sales and front office seminars four times per year.

Managerial Assistance Available: Continual management assistance, including operating manuals, sales and advertising guidance, marketing assistance, quarterly visits from regional director and regional and national meetings.

Information Submitted: June 1973

STANLAKE CORPORATION
STANLAKE ROOMETTE MOTELS
P. O. Box 835
Denver, Colorado 80201
S. J. Lake, Chairman of the Board

Description of Operation: Manufacturing economy modular motel units.

Number of Franchisees: 7 in 6 States.

In Business Since: 1963

Equity Capital Needed: Approximately 20 percent of cost, including land cost.

Financial Assistance Available: Will prepare the finance package for the franchisee.

Training Provided: Train personnel for one week after grand opening. Continuing management and inspection assistance for 20 years.

Managerial Assistance Available: Management advice, assistance in hiring and training, periodic inspections, mass purchasing arrangements, referral service complete management if requested for owners.

Information Submitted: April 1973

TRAVELODGE INTERNATIONAL, INC.
250 South Cuyamaca
P. O. Box 308
El Cajon, California 92022
Jere M. Hooper, Vice President

Description of Operation: Motor motels with full facilities.

Number of Franchisees: 135 in 44 States and worldwide.

In Business Since: 1947

Equity Capital Needed: $200,000 to $300,000.

Financial Assistance Available: Will assist franchisee in finding funds.

Training Provided: One week training at home office.

Managerial Assistance Available: Area meetings and seminars are held periodically. Quarterly inspections are standard procedure.

Information Submitted: June 1973

PAINT AND DECORATING SUPPLIES

DAVIS PAINT COMPANY
1311 Iron Street
North Kansas City, Missouri 64116
Lewis C. Proctor, Vice President

Description of Operation: Retail paint and wallpaper stores. Also handle drapes, picture framing, unfinished furniture, floor coverings and decorative gifts.

Number of Franchisees: 117 in 11 States

In Business Since: 1944

Equity Capital Needed: $18,000 to $22,000

Financial Assistance Available: Financing available to qualified individuals.

Training Provided: Classroom training at franchisor's plant. Field training by factory personnel and at regional sales meetings.

Managerial Assistance Available: Complete assistance in site location, lease arrangements, store layout, advertising, sales promotion, bookkeeping, insurance, and management techniques. Franchisor personnel and field representatives make regular calls.

Information Submitted: April 1973

MARY CARTER INDUSTRIES, INC.
P. O. Box 23387
Tampa, Florida 33622
William Z. Logue, Director of Sales Expansion

Description of Operation: Retail stores handling paint, wallpaper, floor tiles and do-it-yourself supplies.

Number of Franchisees: 1,100 in 44 States

In Business Since: 1948

Equity Capital Needed: $10,000 to $20,000

Financial Assistance Available: For opening additional units after the original, financing available.

Training Provided: One week training in an established store and an additional week in franchisee's newly opened store. Periodic training programs by factory and management personnel.

Managerial Assistance Available: Guidance offered in establishing location, designing the floor planning and signs, sales promotions, grand opening and follow-up advertising and periodic visits by field and management personnel. Franchisor conducts national sales meetings once a year.

Information Submitted: April 1973

PET SHOPS

DOKTOR PET CENTERS, INC.
11 Goldthwait Road
Marblehead, Massachusetts 02160
Milton Doktor, President

Description of Operation: Retail pets, supplies, accessories and groming services.

Number of Franchisees: 137 in 32 States

In Business Since: 1966

Equity Capital Needed: $30,000.00-$40,000.00

Financial Assistance Available: Franchisor may assist in obtaining financing

Training Provided: Four weeks at franchisor's headquarters. Covers store operation, care of pets, accounting, management, inventory, maintenance and personnel selection.

Managerial Assistance Available: Advice on stocking, fixture arrangement, receipt of livestock, and maintenance procedures. On-the-site advisor guides franchisee during first week of operations. Advertising materials and standardized accounting and report forms furnished. Counselors make visits to stores to assist franchisees.

Information Submitted: April 1973

PRINTING

BIG RED Q QUICKPRINT CENTERS
1243 Searles Road
Toledo, Ohio 43607
A.C. Hazlewood, President

Description of Operation: Instant printing and copying services plus folding, cutting, collating, drilling and padding.

Number of Franchisees: 36 in 9 states.

In Business Since: 1967

Equity Capital Needed: $15,000 plus $5,000 working capital.

Financial Assistance Available: Equipment package is provided on a 5 year lease.

Training Provided: Two weeks at national training school on equipment, sales and bookkeeping. Two weeks at opening of franchisee's new store by franchisor's field representative.

Managerial Assistance Available: Operations manual kept up to date, regular visits from franchisor, bulletins, advertising materials, accounting assistance, sales ideas and personnel provided for illness or vacations. Collect phone calls accepted for immediate problems.

Information Submitted: April 1973

CREATIVE COPY CATS, INC.
1667 West Market Street
Akron, Ohio 44313
W.F. Richards, Franchise Director

Description of Operation: Instant printing, while you wait copying service.

Number of Franchisees: 12 in Ohio.

In Business Since: 1969

Equity Capital Needed: $12,000 down payment on $29,000 total cost.

Financial Assistance Available: Short term and long term note. Also, leasing contracts can be arranged.

Training Provided: Training at corporate headquarters for new franchisees and their personnel. One week at franchisee's outlet under the supervision of full time Copy Cat employee.

Managerial Assistance Available: Continuing management and technical assistance. Regular visits from Copy Cat personnel. Seminars held occasionally to exchange ideas, promotional aids and discuss equipment and production techniques.

Information Submitted: April 1973

INSTY-PRINTS, INC.
417 North 5th Street
Minneapolis, Minnesota 55401
John O. Prater, Marketing Manager

Description of Operation: Instant printing.

Number of Franchisees: 83 in 21 States, Washington, D.C., Puerto Rico, Thailand, and Israel.

In Business Since: 1965

Equity Capital Needed: $15,000

Financial Assistance Available: Total investment, approximately $28,500. Down payment of $15,000 includes franchise fee, down payment on equipment, opening supplies, and $5,000 working capital retained by franchisee.

Training Provided: Four weeks at headquarters, including use of machines, advertising, bookkeeping, and management. One week in franchisee's own unit. No charge for training of manager and/or employees.

Managerial Assistance Available: Continuing management and technical advice, advertising programs, bookkeeping systems, complete operations manual, monthly bulletins, etc.

Information Submitted: April 1973

KOPY KAT, INC.
National Franchise Division
Executive Plaza
Fort Washington, Pennsylvania 19034
John J. Leslie, Jr., President

Description of Operation: While-you-wait copying service. Also plastic binding, folding, perforating, collating, padding, stapling, typing, addressing and mailing.

Number of Franchisees: 94 in 28 States.

In Business Since: Founded 1966; Incorporated 1968.

Equity Capital Needed: $13,500 down payment on $29,900 total cost.

Financial Assistance Available: Franchisor will help arrange financing after down payment.

Training Provided: Initial training program at Kopy Kat National Training School, usually for two weeks or more. Training, travel, hotel, car rental is at franchisor's expense.

Managerial Assistance Available: Advertising and publicity program, idea exchange newsletters assistance on-site selection, lease negotiation, bookkeeping, management, and printing merchandising.

Information Submitted: May 1973

KWIK-KOPY CORPORATION
3308 Ella Boulevard
Suite K
Houston, Texas 77018
Henry S. Eason, Executive Vice President

Description of Operation: Kwik-Kopy Corporation offers an outstanding profit in the fast growing rapid printing industry. Approximately 800 to 1,000 square feet of space is required to accommodate equipment and customer service. The Kwik-Kopy system emphasizes a sales building program which has proved successful in producing rapid growth. Kwik-Kopy Corporation secures the building and equipment available to franchisees on long-term leases.

Number of Franchisees: 75 in Texas, Oklahoma, Louisiana, Georgia and South Carolina.

In Business Since: 1967

Equity Capital Needed: $10,000 to $12,000.

Financial Assistance Available: A total investment of $31,000 is necessary to open a Kwik-Kopy Center. The $17,000 equipment package can be financed on a 60-month lease-back.

Training Provided: Completion of the intensive training course provided by Kwik-Kopy Corporation is required prior to opening a Kwik-Kopy Center. The training center schedule requires two weeks, including 11 hours per day in classroom and laboratory plus homework assignments. Training includes equipment operation, advertising and sales and business methods proved successful in Kwik-Kopy Center operations.

Managerial Assistance Available: The company provides continued support services to its franchisees for the full life of the franchise agreement, including management and legal counsel, advertising, training of new employees and retraining through periodic meetings and seminars, research of new methods and equipment, and visits to franchised Kwik-Kopy Centers by field representatives who provide assistance as required. Top management is available for assistance and counselling by telephone at all times.

Information Submitted: April 1973

POSTAL INSTANT PRESS
10835 Santa Monica Boulevard
Los Angeles, California 90025
William Hensley, Franchise Marketing Director

Description of Operation: While-you-wait printing, plus copying, folding, stapling, collating and drilling.

Number of Franchisees: 176 in 32 States and Canada.

In Business Since: Organized 1943, franchising since 1965.

Equity Capital Needed: $15,000 ($6,000 operating capital). Total package $35,000.

Financial Assistance Available: Up to $20,000 to qualified individuals.

Training Provided: Two weeks at headquarters, covering technical instructions on machines used, as well as advertising and promotional ideas. Franchisor's representative at franchisee's location during first week.

Managerial Assistance Available: Regular visits from headquarters coordinators. Collect phone calls to headquarters authorized for immediate problems. Bulletins, manuals and promotional aids. Accounting guidance on request. Local and national seminars and conclaves.

Information Submitted: May 1973

QUIK PRINT, INC.
2512 East Central
Wichita, Kansas 67214
Wayne Jenkins, General Manager

Description of Operation: Quick copying of letterheads, envelopes, price sheets and other copy.

Number of Franchisees: 14 in 8 states

In Business Since: 1967

Equity Capital Needed: $28,500

Financial Assistance Available: Will assist in securing financing.

Training Provided: Four to six weeks at franchisor's headquarters, plus two weeks on-the-job at franchisee's new location.

Managerial Assistance Available: Management services in the area of bookkeeping, advertising, equipment and production techniques.

Information Submitted: April 1973

SIR SPEEDY INSTANT PRINTING CENTERS
Post Office Box 1790
Newport Beach, California 92663

Description of Operation: Franchising of instant printing centers.

Number of Franchisees: 200 in 24 states.

In Business Since: 1968

Equity Capital Needed: $40,000 total investment plus approximately $10,000 working capital.

Financial Assistance Available: Franchisors will finance one half of the initial investment.

Training Provided: Fours weeks training; two in school and two on site.

Managerial Assistance Available: Field representatives are on call and they make periodic visits.

Information Submitted: May 1973

THRIFTCO SPEEDI/PRINT CENTERS
142 Robertson Street
Quincy, Massachusetts 02169
Michael Schwartz, President

Description of Operation: A true printing center which offers fast printing of letters, internal forms, envelopes, etc., as well as the allied services of artwork, typesetting, layout, cutting, folding, perforating, typing, drilling, and binding. Sells allied products as rubber stamps, business cards, wedding invitations, commercial labels and register forms.

Number of Franchisees: 5 in Massachusetts and New Hampshire.

In Business Since: Parent company 1969, franchising 1972.

Equity Capital Needed: $10,200 cash on total cost of $21,000. Working capital of $3,000 to $5,000 also needed.

Financial Assistance Available: Franchisor can obtain financing of $10,800 for qualified individuals.

Training Provided: Three weeks training in an operating shop plus two weeks more when franchisee opens his unit. Training in an operating shop plus two weeks more when franchisee opens his unit. Training covers complete operation of all machinery, management of a business, promotion, bookkeeping and any and all processes required in a speed printing center.

Managerial Assistance Available: Regular visits from home office. Franchisor always available by phone on any day to day questions or problems. Continuing technical advise, promotion programs, new products to handle after feasability study by home office, idea exchange bulletin. In short the training is perpetual.

Information Submitted: May 1973

RECREATION/ENTERTAINMENT/TRAVEL SERVICES/SUPPLIES

AMERICAN AUTOMATED THEATRES, INCORPORATED
"THE MOVIES!"
Suite 310, United Founder Tower
Oklahoma City, Oklahoma 73112
Donald N. Page, Senior Vice President, Marketing

Description of Operation: Operates mini-and multi auditorium theatres in shopping centers. Maintains central film buying and booking department of Home Office for benefit of Company theatres and franchisees. All theatres are called "THE MOVIES!" All theatres are automated by company developed device called the "MOVIEMATICA."

Number of Franchisees: 52 in 7 states.

In Business Since: 1967

Equity Capital Needed: $10,000-$16,500 theatre franchise/$50,000 area franchise.

Financial Assistance Available: None for equity capital. Company will guarantee equipment and real estate leases for financially responsible franchisees.

Training Provided: On site and/or in house at Home Office. Approximately one week, initially. Then continually with regular visits by Regional Administrator.

Managerial Assistance Available: Continual managerial and technical assistance for life of franchise. Including bookkeeping, advertising, location selection, lease negotiation, promotional ideas, theatre design, equipment/furnishing layouts.

Information Submitted: May 1973

COMPETITIVE SPORT SYSTEM
Division of American Youth Marketing Corporation
60 Novner Drive
Cincinnati, Ohio 45215
Dwight Day
Director of Dealer Administration

Description of Operations: Dealers are involved in the operation of a number of recreational equipment devices of a proprietary nature patented by the franchisor and licensed to the dealer. Also included in the license are the trademarks and service marks which are nationally advertised by the franchisor of these recreational equipment devices. Such devices are installed on a split-of-proceeds basis in existing retail establishments with particular emphasis on locations which cater to teenage and college-age persons. Trademarks included are: foosball, match soccer and flip match tennis.

Number of Franchisees: 435 in all 50 States, Puerto Rico and Canada.

In Business Since: 1964

Equity Capital Needed: $745 minimum operational level.

Financial Assistance Available: Initial units are not financed, with the exception of Bank Americard financing. After a dealer is established, additional units may be financed through the home office of the firm.

Training Provided: Continuous after two weeks business training in Cincinnati, Ohio at no expense to the dealer. After initial schooling, - continuous consultation by long distance is provided by way of collect calls at no cost to the dealer.

Managerial Assistance Available: Training provided by firms representative, normally, by long distance telephone; discussion of written material provided. Constant back-up is available and occasional field visits and home office visits are made.

Information Submitted: April 1973

COMPUTERIZED REAL INDOOR GOLF CORPORATION
2000 Huntington Avenue
Alexandria, Virginia 22303
Peter J. Palma IV, President

Description of Operation: Wholesale distributor of "GOLF-IN" a unique combination of electronics, computers and optics which makes possible the play of real golf indoors on such famous courses as Pebble Beach, Congressional and Doral Country clubs using all clubs and real balls with all the force and finesse of outdoor play. Sold to motels, hotels, apartment buildings, country clubs, driving ranges, bowling alleys, etc.

Number of Franchisees: 4 in Michigan, Virginia, Maryland, Washington, D.C., Japan and Canada.

In Business Since: 1962

Equity Capital Needed: $16,700 investment plus $5,000 to $10,000 working capital.

Financial Assistance Available: Lease financing on $17 700 investment over five years at $396.48 monthly if qualified.

Training Provided: One week at factory, two weeks on the job, continuous field training and assistance over five years.

Managerial Assistance Available: Assistance in marketing, advertising, management, accounting, and sales training, prior and during operation of the business.

Information Submitted: May 1973

FUN SERVICES, INC.
930 Nicholas Boulevard
Elk Grove Village, Illinois 60007
R. F. Dickerson
President

Description of Operation: Fun Services franchisees provide a service of professional Fun Fairs for the leisure time and recreational industries. The primary market in fund raising organizations, such as elementary school P.T.A.'s, churches, youth and fraternal organizations. Entertainment is also provided to industrial picnics and Christmas parties, as well as, conventions and shopping center openings. The service provided includes booths, games and prizes which are all professionally programmed to insure profits for the organization and fun to the participants. All equipment and supplies needed to perform multiple events simultaneously are provided as part of the franchisee package, as well as a cargo van for delivery and warehousing.

Number of Franchisees: 109 in 36 States.

In Business Since: 1966

Equity Capital Needed: $1,950 (Total franchise cost $9,950)

Financial Assistance Available: Fun Services, Inc., finances up to $8,000 of initial franchise cost over a five year contract. No payments are required during the first two months of operation.

Training Provided: Four day formal school at Fun Services headquarters. Room, board and local transportation provided as part of training school. Field assistance provided as needed.

Managerial Assistance Available: Complete manuals of operation, forms and directions are provided. Complete promotional program with brochures, letters, mail folders, enclosures and stamps provided. Continual top management support, newsletters, regional and national meetings of franchisees. Continual research and periodic introduction of new items, programs, games and fund raising concepts.

Information Submitted: April 1973

GOLF PLAYERS, INC.
5952 Brainerd Road
Chattanooga, Tennessee 37421
Earl Magrath

Description of Operation: Minature golf courses with very large, colorful, and distinctive figures and caricatures-some animated. Operation under the name "Sir Goony Golf."

Number of Operation: 46 in 12 states

In Business Since: 1964

Equity Capital Needed: $25,000 up

Financial Assistance Available: Franchisor is able to furnish only limited help on financing. Most financing must be provided by franchisee.

Training Provided: Training at home office and on the job Continuing help by personal visits, newsletters and phone calls.

Managerial Assistance Available: Engineering design and construction planning; continuing management service and advice.

Information Submitted: May 1973

LOMMA ENTERPRISES, INC.
Lomma Building (5th floor)
Corner Sprice & Wyoming Avenues
Scranton, Pennsylvania 18503
J.C. Rogari, National Marketing

Description of Operation: Prefabricated miniature golf courses that can be used indoors or outdoors with limited space. It is a one-person, non-commodity business.

Number of Franchisees: 800 in all 50 states.

In Business Since: 1960

Equity Capital Needed: $5,000.00

Financial Assistance Available: A minimum down payment is needed, and the balance can be payable up to a two year period. Complete and concise free franchise program with no franchise or royalty fees to pay.

Training Provided: A complete operational and promotional kit is provided to franchisees.

Managerial Assistance Available: A concise manager's guide and periodic training seminars, along with national festivities and an international miniature golf tournament.

Information Submitted: April 1973

MISS AMERICAN TEEN-AGER CONTEST, INC.
1605 Lemoine Avenue
Fort Lee, New Jersey 07024
Sol Abrams

Description of Operation: Beauty contest for girls between the ages of 13 through 17, with national winner designated as "Miss American Teen-Ager," based on beauty, poise, personality, scholastic achievement and community service. Franchises for local contests are awarded to business firms, individuals and organizations throughout the United States. The contest is to promote increased slaes, traffic, attendance, profits, publicity and prestige.

Number of Franchisees: Franchises are awarded for one year periods. Franchise holders are given first option for renewing in their areas for following year. In 1972 franchises were issued in 44 states.

In Business Since: 1960

Equity Capital Needed: $300-$1,000 depending upon size of area desired. Little or no money needed for operation.

Financial Assistance Available: None.

Training Provided: Complete operation manual and press kit provided. 20 minute color film also available. Personal consultation of national management available at all times.

Managerial Assistance Available: Company provides counseling and managerial services to meet all needs. Also provides

Information Submitted: May 1973

PUTT-PUTT GOLF COURSES OF AMERICA, INC.
P. O. Box 5237
Fayetteville, North Carolina 28303
David R. Lloyd
National Franchise Director

Description of Operation: Franchised miniature golf facilities with standardization of color scheme, construction, and putting surface.

Number of Franchisees: 779 in 42 States, and 5 foreign countries.

In Business Since: 1954

Equity Capital Needed: $50,000

Financial Assistance Available: No financing provided by company, however, assistance in obtaining financing through banks and SBA is available.

Training Provided: One week annually at international convention. Fifteen regional, two-day seminars each year from March 1st through July 1st.

Managerial Assistance Available: Complete computer accounting. Complete manager's manual. Complete promotional program provided at no cost including radio, TV, and newspaper advertising, etc., for the duration of the length of the contract.

Information Submitted: April 1973

TRAVEL GUILD OF AMERICA
2720 Des Plaines Avenue
Des Plaines, Illinois 60018
Frank Spencer, Vice President-Marketing

Description of Operation: T.G.A. is America's first shop at home travel service. Those selected are able to offer the traveling public the convenience of a door to door service at no additional charge, only published prices.

Number of Franchisees: 100 throughout the country.

In Business Since: 1971

Equity Capital Needed: $3,000.

Financial Assistance Available: Partial no interest company financing-occasionally available.

Training Provided: Extensive home study course supplemented continual personal instruction, and seminars. On the job training is also available in many areas.

Managerial Assistance Available: Continual advertising made at the regional level, frequent updating regarding industry changes, newsletters and other professional publications periodically. Company maintains a toll free telephone number to provide 24 hours emergency assistance to counselors.

Information Submitted: May 1973

SECURITY SYSTEMS

DICTOGRAPH SECURITY SYSTEMS
Post Office Box 96
Florham Park, New Jersey 07932
Myles C. Goldberg, Vice President

Description of Operation: Complete line of automatic burglar, fire and smoke, hold-up and security devices for residential, commercial, institutional and industrial application as well as closed circuit TV and camera surveillance equipment for deterrents against shoplifting, pilferage and theft.

Number of Franchisees: 150 in most every state.

In Business Since: Parent company since 1902

Equity Capital Needed: Territorial variations. Minimum $8,000. Inventory refundable on 1 year money back guarantee.

Financial Assistance Available: Equipment financing available on Sentinal 4 leasing. Portion of lease incomes assigned to local distributors through national accounts departments of Sentinel 4 Division.

Training Provided: Two weeks of national academy training at company's international headquarters building. Training includes class and field instruction for proper guidance and assistance in sales, administration, installation and service maintenance.

Managerial Assistance Available: The corporation is constantly developing new materials, manuals, and sales presentation literature for its distributors, as well as conducting regional seminars and international conventions following through with ongoing assistance as provided by account executives.

Information Submitted: May 1973

EVERGARD FIRE ALARM COMPANY, INC.
19th Street & Indiana Avenue
Philadelphia, Pennsylvania 19132
Jack McDermott, National Sales Director

Description of Operation: Manufacturer of fire alarm products which the franchisee buys direct from the factory.

Number of Franchisees: 5 in Ohio, Kentucky, Massachusetts, North Carolina, Georgia.

In Business Since: 1951

Equity Capital Needed: There is no franchise fee. The only capital needed would be for the purchase of 12 alarms (about $300) and the purchase of sophisticated sales aids (about $107).

Financial Assistance Available: None.

Training Provided: Initially, we like to spend two days with the franchisee here at our offices explaining our product, its function and capabilities and how it is installed. We then follow up when practical with assistance in the field. At this point we emphasize strict adherence to all laws or regulations at the city, county, state or federal levels. All training is provided at no cost.

Managerial Assistance Available: We give full exposure to training films and actual use of the sales aids. Class participation in selling the product is also practiced. Follow-up sessions either at the Home Office or in the territory, when practical, are given to the principals of the franchise holders as well as their employees. Question and answer seminars based on possible questions set forth by the franchisee's prospective customers in the field are also held. Also, free promotional materials (brochures, etc.) is provided at no cost.

Information Submitted: May 1973

GARDSMAN CORP
160 5th Avenue
New York, New York 10010
Mrs. B. Nathanson, Vice President

Description of Operation: Direct sale of security equipment to homeowners--fire alarms, smoke alarms and prowler/burglar alarms.

Number of Franchisees: 14 in 10 states and Canada.

In Business Since: 1937

Equity Capital Needed: $5,000.

Financial Assistance Available: We provide access to consumer financing via H.F.C. or B.F.C. Investment is for saleable inventory and sales kits (aids).

Training Provided: One week. Company representatives hold indoctrination classes and sales training to new salesmen.

Managerial Assistance Available: Continuous supervision and assistance.

Information Submitted: April 1973

THE NIGHT EYE CORPORATION
503 Iowa State Bank Building
Iowa City, Iowa 52240
Elliott D. Full, President

Description of Operation: Sale, installation and service of burglar, holdup and fire alarm systems.

Number of Franchisees: 107 in 15 states.

In Business Since: 1961

Equity Capital Needed: Approximately $1800.

Financial Assistance Available: No financial assistance generally needed.

Training Provided: Franchisee selected to have previous electrical training, then company man spends a day or two training him in the use of 8 or 10 alarm switches for use in protected establishments.

Managerial Assistance Available: Technical assistance provided whenever franchisee needs it, generally the circuits are apparently uncomplicated and no assistance needed.

Information Submitted: April 1973

SOFT DRINK/WATER BOTTLING

COCK 'N BULL, LIMITED
5664 West Raymond Street
Indianapolis, Indiana 46241
Harold A. Bateman, Vice President

Description of Operation: Manufactures soft drinks and soft drink extracts. Franchises are issued to interested bottlers.

Number of Franchisees: 8 in 5 States and Guam.

In Business Since: 1945

Equity Capital Needed: Must be in bottling business.

Financial Assistance Available: Cooperative advertising.

Training Provided: Sales and technical training on a continuing basis.

Managerial Assistance Available: On-going assistance provided for length of franchise.

Information Submitted: June 1973

DAD'S ROOT BEER COMPANY
2800 North Talman Avenue
Chicago, Illinois 60618
Roy Gurvey, Director of Marketing

Description of Operation: Issued to soft drink bottlers who are in operation in various areas of the world. No fee is required; no royalty, or percentage of sales required. We sell only one item to franchisees, and that is DAD'S concentrate, from which is produced DAD'S Root Beer finished product.

Number of Franchisees: 155 in all 50 States.

In Business Since: 1939

Equity Capital Needed: Must be in the bottling business.

Financial Assistance Available: Credit extended occasionally on the purchase of DAD'S Concentrate; also financing available for the purchase of DAD'S returnable bottles to be used in the precise marketing area.

Training Provided: Training unnecessary due to the fact that franchisee is in the bottling business of soft drinks; training is provided by our personnel relative to the sale, distribution of merchandise and advertising of DAD'S Root Beer, in particular all during the term of the franchise agreement.

Managerial Assistance Available: Assistance rendered to franchisee concerning his entire operation relative to DAD'S Root Beer, which would include accounting, production, sales and advertising and technical assistance relative to laboratory techniques used in production. These services are provided regularly and at any other times that franchisee requests.

Information Submitted: June 1973

DOUBLE-COLA COMPANY
3350 Broad Street
Chattanooga, Tennessee 37402
Wayne R. Downey

Description of Operation: Manufacture and sale of soft drinks.

Number of Franchisees: 87 in 26 States.

In Business Since: 1922

Equity Capital Needed: $20,000 up

Financial Assistance Available: Promotional allowances

Training Provided: Field help given by our regional managers in sales, marketing, advertising, production, etc.

Managerial Assistance Available: Continuous

Information Submitted: April 1973

MISSION OF CALIFORNIA
197 Chatham Street
New Haven, Connecticut 06513
George F. Martin, President

Description of Operation: Manufactures soft drink extracts. Manufactures soft drinks. Give franchises to interested bottlers.

Number of Franchisees: 185 in all 50 States.

In Business Since: 1920

Equity Capital Needed: $1 per capita

Financial Assistance Available: Provides returnable glass on a non-interest basis in some instances.

Training Provided: Sales and technical training on continuing basis.

Managerial Assistance Available: Length of franchise.

Information Submitted: April 1973

MOUNTAIN VALLEY SPRING COMPANY
150 Central Avenue
Hot Springs, Arkansas 71901
John G. Scott, President

Description of Operation: Distributing Mountain Valley Water from Hot Springs, Arkansas and seven imported bottled waters from Europe.

Number of Franchisees: 60 in 38 States.

In Business Since: 1871

Equity Capital Needed: No investment

Financial Assistance Available: Advertising assistance for local identity.

Training Provided: On-the-scene training, or at a convenient Mountain Valley operation. Annual three-day training refresher course at convention.

Managerial Assistance Available: Products arrived packaged, no technical assistance needed for them; managerial assistance given on training noted above.

Information Submitted: April 1973

SWIMMING POOLS

BLUE DOLPHIN POOLS, INC.
829 West Tharpe Street
P. O. Box 3476
Tallahassee, Florida 32303
W. E. Frankel, Vice President

Description of Operation: Manufacturer of aluminum wall, vinyl lined, in ground swimming pools.

Number of Franchisees: 50 in Florida, Georgia, Alabama, Texas and Arkansas.

In Business Since: 1968

Equity Capital Needed: $10,000 to $20,000.

Financial Assistance Available: None

Training Provided: Two weeks of training, longer if needed in Tallahassee. Constant contact through sales representatives.

Managerial Assistance Available: Same as above.

Information Submitted: May 1973

CASCADE INDUSTRIES, INC.
Talmadge Road
Edison, New Jersey 08817
Robert J. MacDonald
Vice President, Sales

Description of Operation: Sell and install swimming pools.

Number of Franchisees: 250 in 40 States.

In Business Since: 1956

Equity Capital Needed: $6,600

Financial Assistance Available: None.

Training Provided: Continued guidance available. Four-day construction seminar once per year. Regular sales meetings. Local representatives help dealers.

Managerial Assistance Available: Same as above.

Information Submitted: April 1973

GLAMOUR POOLS BY AZTEC, INC.
445 West Main Street
Wyckoff, New Jersey 07481
William H. Koop, President

Description of Operation: Two types of franchises are available: 1. Dealership* and 2. Manufacturing franchise.**

Number of Franchisees: 240 throughout the Continental U.S. Canada-Virgin Islands-Europe-Africa.

In Business Since: 1967

Equity Capital Needed: $5,000 to $100,000.

Financial Assistance Available: Participation in the amount of 35% for 35% interest.

Training Provided: 10 days to 60 days.

Managerial Assistance Available: Technical and accounting.

Information Submitted: April 1973

LIFETIME POOLS, INC.
1815 H Street NW.
Washington, D.C. 20006
Richard Micheel

Description of Operation: Sale and installation of swimming pools.

Number of Franchisees: 3 in Virginia, District of Columbia, Maryland.

In Business Since: 1966

Equity Capital Needed: $5,000.

Financial Assistance Available: None.

Training Provided: One week training in Washington, D.C. on the installation of a pool, and sales methods.

Managerial Assistance Available: Franchisee is given one week training at Washington, D.C., and assistance is given, when and as needed in the field.

Information Submitted: May 1973

TOOLS, HARDWARE

IMPERIAL HAMMER, INC.
9226 N. Second Street
Rockford, Illinois 61111
John R. Sassaman, President

Description of Operation: Manufacturer of industrial hammers and vise jaws. Light non-ferrous metal foundry, selling and servicing industry and maintenance plants of all types.

Number of Franchisees: 7 in 7 States.

In Business Since: 1957

Equity Capital Needed: $25,000 depending on size of territory.

Financial Assistance Available: Financial assistance is available to qualified individuals.

Training Provided: Two weeks in franchisor's plant and office to learn complete operation.

Managerial Assistance Available: Assistance always available to help find location, assist, advise and counsel at all times.

Information Submitted: April 1973

SNAP-ON TOOLS CORPORATION
8028 - 28th Avenue
Kenosha, Wisconsin 53140
H. W. Jamison
General Sales Manager

Description of Operation: Sales of hand tools and equipment to garages and service stations. Dealer travels his territory using a truck or a similar vehicle. Items are sold to mechanics, garage proprietors, filling station operators, etc.

Number of Franchisees: 1,702 in 50 States

In Business Since: 1950

Equity Capital Needed: $10,000

Financial Assistance Available: Merchandise on consignment; financing for accounts receivable for customers who purchase on installment plan; finance plan to cover the purchase of equipment items, etc.

Training Provided: Territory supervised by an experienced field sales manager. Sales training meetings. Printed training material.

Managerial Assistance Available: Visits from field sales managers responsible for territory. Assistance afforded by branch managers who are sales administrators, and assistance and advice on credit from regional finance department manager.

Information Submitted: April 1973

VULCAN TOOLS
United-Greenfield Division of TRW, Inc.
2300 Kenmore Avenue
Buffalo, New York 14207
John J. Hope, General Manager

Description of Operation: Independent franchised dealers and warehouse owners purchase mechanics' hand tools, shop supplies and equipment from the company at a very favorable discount. They in turn market these items from a van or panel-type truck directly to the user at a suggested resale price. Territories are assigned based on the number of potential customers rather than by geographic size. Customers include garages, truck and bus fleets, new and used car dealers, service stations, contractors, marinas, airports, appliance shops and all mechanics therein employed.

Number of Franchisees: 107 in 19 States, Puerto Rico and Canada.

In Business Since: 1960

Equity Capital Needed: Dealers: $2,000 minimum. Warehouse: $6,000 minimum.

Financial Assistance Available: Dealer financing: Dealer must own suitable vehicle and have cash investment of not less than $1,000 for inventory. Company will finance inventory up to $4,000 on long-term, no interest repayment plan for a qualified man. Thirty day financing for any sales made to established business houses. Assistance in locating finance company to purchase installment contracts. Warehouse financing: None available.

Training Provided: Inside training (3 days) on use of catalog, sales book, reporting forms, truck display and tool selection. One week's initial field training in dealer's own territory. Continuing sales and demonstration assistance offered on regular basis. Standard procedure manual furnished. Instruction booklets furnished on all equipment items.

Managerial Assistance Available: Complete training in all forms necessary for conduct of business. Counseling on inventory and accounts receivable turnover. No handling charge on return of inventory. Assistance in taking physical inventory and computation at no charge. Regularly scheduled sales meeting and technical clinics. Technical bulletins furnished free of charge.

Information Submitted: April 1973

TRANSIT SERVICES

AERO MAYFLOWER TRANSIT COMPANY, INC.
Truckman Franchise Section
Transportation Department
P. O. Box 107B
Indianapolis, Indiana 46206
John J. Alford, Manager

Description of Operation: Interstate movers of household goods, office equipment, high value products such as delicate electronic devices, and exhibits for displays. The loading, transportation, and delivery is handled by franchisees. Trailer and specialized moving equipment is furnished by franchisor. Service is rendered to and from all points in the U.S. and Canada.

Number of Franchisees: 870 in every State and Canada.

In Business Since: 1927

Equity Capital Needed: Franchisee either owns a truck tractor or has sufficient down payment for a new or used diesel tractor. If franchisee owns a tractor, minimum of $400 capital needed. Down payment on new or used tractor varies from $2,000 to $3,500. These estimates are based on current economic conditions and current down payment requirements on equipment.

Financial Assistance Available: Franchisor furnishes trailer and specialized moving equipment. Certain preparation of tractor, supplies, and insurance may be charged and payments made on monthly basis.

Training Provided: Testing and suggestions in driving techniques by instructors with many years over-the-road driving experience. A complete laboratory furniture loading school where moving vans are loaded and unloaded repeatedly by all students. Classroom courses in administrative detail. Total training period approximately three weeks in subsistence allowance. Also includes upon completion of training driver cretification as required by U.S. Department of Transportation.

Managerial Assistance Available: Administrative counselors assist, advise, and counsel at all times.

Information Submitted: April 1973

VENDING

E & G DISTRIBUTING COMPANY
1620 E. Spring Street
New Albany, Indiana 47150
Daniel L. Peyron

Description of Operation: Panty hose vending service in factories, hospitals, schools, etc.

Number of Franchisees: 100 in 10 States.

In Business Since: 1972

Equity Capital Needed: $7,000 to $17,500 depending on whether part time or full time.

Financial Assistance Available: Regular bank financing on up to 90% of balance.

Training Provided: No special training required other than what is included in management assistance.

Managerial Assistance Available: Company secures all locations, installs all equipment, provides all merchandise and gives exclusive franchise on all locations and areas. Company sets franchisee up with bookkeeping and banking system where franchisee steps right into a going business.

Information Submitted: April 1973

FORD GUM & MACHINE CO., INC.
Division Automatic Service Company
Newton & Hoag Streets
Akron, New York 14001
John H. Fry
Executive Vice President

Description of Operation: Manufacturer and distributor of chewing gum, candy, and candy coated confections for sale through self-service vending machines, also manufactured and distributed to franchisees by the company.

Number of Franchisees: 194 in all States (except Alaska), Canada and Puerto Rico.

In Business Since: 1934

Equity Capital Needed: $18,000 to $25,000

Financial Assistance Available: Extended credit to new franchisees for: a. purchase of new franchising territory, b. purchase of existing franchise from retiring franchisee, and c. purchase of equipment and supplies.

Training Provided: Home office, plant visit 3 to 5 days, for orientation and product manufacture, merchandising, record keeping, accounting, machine assembly, and vending route supervision. On-the-job training in machine and service operation in franchisee's area with complete supervision--2 to 4 weeks.

Managerial Assistance Available: Permanent field staff for emergency assistance and/or recurring assistance when needed or desired.

Information Submitted: April 1973

INTERNATIONAL AUTOMATED MARKETING CO.
4747 West Peterson Avenue
Chicago, Illinois 60646
I. H. Kaufman, Vice President

Description of Operation: A tape vending center-via a new marketing concept that meets all the requirements of today and the future. Features tape products in a high impluse display-yet is pilferage free-operates as a silent sales clerk.

Number of Franchisees: 35 throughout the United States.

In Business Since: 1959

Equity Capital Needed: $4,000 and up.

Financial Assistance Available: Financial assistance is based on bank reference.

Training Provided: Field training - by IAMCO staff for as long a period of time as IAMCO deems necessary to enable distributor to successfully fill, operate and service units.

Managerial Assistance Available: What ever is necessary - question would be same as above-for training except the field assistance is based upon type of distributorship.

Information Submitted: April 1973

WATER CONDITIONING

CHEMICAL ENGINEERING CORPORATION
Post Office Box 246
Churubusco, Indiana 46723
L. D. Gordon, Executive Vice President

Description of Operation: Sales, rentals and servicing of water conditioning equipment.

Number of Franchisees: 10 in Indiana, Ohio, Illinois, Florida, Georgia.

In Business Since: 1956

Equity Capital Needed: $5,000.

Financing Assistance Available: None

Training Provided: Two weeks at company headquarters, and two weeks at business location. Training includes all phases of business including sales, accounting and technical.

Managerial Assistance Available: Complete manuals of operations, all forms and literature are provided. Periodic seminars are held covering both technical and selling activities. In-field assistance is available whenever required. Assistance in preparation of quotations for commercial and industrial water treatment equipment is also provided.

Information Submitted: April 1973

CULLIGAN INTERNATIONAL COMPANY
One Culligan Parkway
Northbrook, Illinois 60062

Description of Operation: Parent company is supplier to franchisee for water conditioning equipment. Franchisee sells, leases, maintains and repairs water conditioning equipment for domestic, commercial, and industrial consumers.

Number of Franchisees: 966 in all States with the exception of Vermont.

In Business Since: 1938

Equity Capital Needed: $20,000 and up

Financial Assistance Available: Franchisor has various credit arrangements available for qualified franchisees with reference to the purchase of equipment from franchisor.

Training Provided: Franchisor provides one weeks training at established dealership and one weeks training at franchisee's dealership. Franchisor also provides management training, sales training, and technical training through frequent visits to franchisee's dealership by company personnel.

Managerial Assistance Available: Franchisor has continuing managerial and technical assistance to franchisee through traveling district sales managers, technical service engineers, and sales trainers. This assistance is available to all franchisees as needed.

Information Submitted: April 1973

ECODYNE CORPORATION
The Lindsay Division
P. O. Box 3420
St. Paul, Minnesota 55101

Description of Operation: Residential, commercial, and industrial water softening equipment and water conditioning accessory equipment.

Number of Franchises: 400 in all States and Europe.

In Business Since: 1945

Equity Capital Needed: $5,000 minimum

Financial Assistance Available: None

Training Provided: New dealer sales school in St. Paul, and factory supervised training at dealer's place of business.

Managerial Assistance Available: Training is provided in all phases of a dealer's business, by our newly-formed training department.

Information Submitted: June 1973

RAINSOFT WATER CONDITIONING COMPANY
1950 East Ester Avenue
Elk Grove Village, Illinois 60007
V.J. Flood, Vice President and Director of Marketing

Description of Operation: Sell, lease and rent home, commercial and industrial water treatment equipment.

Number of Franchisees: 200 in most states (excluding Alaska and Hawaii).

In Business Since: 1953

Equity Capital Needed: Varies from $3,500 minimum.

Financial Assistance Available: Assist in establishing retail financing. Rental financing to qualified dealers on selective basis.

Training Provided: In plant and field training in sales, service and operation.

Managerial Assistance Available: Continuing contact for training and assistance through national and regional seminars, plus regular, person to person contact from regional field representatives.

Information Submitted: April 1973

WATERCARE CORPORATION
1520 North 24th Street
Manitowoc, Wisconsin 54220
William W. Granger, President

Description of Operation: Water conditioning sales and service, domestic, industrial, institutional and commercial. Method of service and sales is portable exchange water conditioners, permanently installed water conditioners on a rental basis and outright sales.

Number of Franchisees: 46 in 21 States and Canada

In Business Since: 1963

Equity Capital Needed: $15,000

Financial Assistance Available: After initial financing WaterCare provides dealer growth money on plant equipment and rental water conditioners.

Training Provided: Includes techniques of water conditioning, water analysis, sales and service of equipment, office procedures, management, all of which is done at our home office and plant in Manitowoc, Wisconsin and our "Dealer-Lab" company-owned retail operation at Green Bay, Wisconsin. Time is approximately one week in Wisconsin and one week by dealer counselor at the franchisee's place of operation. In addition, monthly call on franchisee by dealer counselor and semi-annual area work seminars.

Managerial Assistance Available: Same as above

Information Submitted: June 1973

WATER REFINING COMPANY
500 N. Verity Parkway
Middletown, Ohio 45043
Joel C. Edison, Vice President

Description of Operation: Water conditioning sales - rentals - service.

Number of Franchisees: 900 in all 50 States

In Business Since: 1957

Equity Capital Needed: $5,000 up

Financial Assistance Available: Total sales (marketing), business, service, etc.

Training Provided: Continuing

Managerial Assistance Available: Continuing

Information Submitted: April 1973

AMERICAN HERITAGE AGENCY, INC.
Heritage Building
1996 Park Street
Hartford, Connecticut 06106
Douglas R. Townsend, Director

Description of Operation: Wedding consulting business furnishing services tailored to the needs of the bride-to-be.

Number of Franchisees: 4 in Connecticut

In Business Since: 1925

Equity Capital Needed: $10,000

Financial Assistance Available: Financing of up to 50 percent of the franchise fee provided credit standards can be met.

Training Provided: 12-days of formal classroom training and on-the-job training at established office; up to 30 days training at franchisee's own office; periodic briefings and meetings.

Managerial Assistance Available: Liaison officer available to help in solving problems, expanding operations and suggesting improvements.

Information Submitted: April 1973

ARTMASTERS LEAGUE, INC.
151 East 55th Street
New York, New York 10022
National Sales Director

Description of Operation: Setting up an art dealership to handle one of a kind original American art that is registered, hand signed, matted under glass and distinctively framed. Dealer is trained to sell to all kinds of retail outlets, hold fund raising campaigns, auctions, art fairs and he may also open his own gallery. Minimum markup is 100% on cost or more. No fees or royalties are charged. Investment is only paintings and exchange privileges are granted to dealers.

Number of Franchisees: 140 in nearly all continental States, Canada and Japan.

In Business Since: 1971

Equity Capital Needed: $3,000 to $4,000.

Financial Assistance Available: There is no need for financing. Dealer purchases only inventory of art as needed.

Training Provided: Training is in person at the home office on a one to one basis with company people. Duration is as long as dealer needs plus viewing of videotape-educational film on art and paintings, plus a training manual and follow-up.

Managerial Assistance Available: News and information bulletin plus direct contact by company supervisors and home office staff. Unlimited exchange privleges based on sixty day cycles allows each dealer to revise his inventory in accordance with local needs.

Information Submitted: May 1973

BAR-MASTER, INC.
5059 Melrose Avenue
Los Angeles, California 90038
J. H. McMillen, President

Description of Operation: Manufacture soft drink and liquor dispensers and market them through local distributors.

Number of Franchisees: 25 in 11 States.

In Business Since: 1952

Equity Capital Needed: $3,000 to $10,000.

Financial Assistance Available: None

Training Provided: Two weeks.

Managerial Assistance Available: On-going assistance as long as relationships last.

Information Submitted: April 1973

BATHIQUE INTERNATIONAL LTD.
1551 Monroe Avenue
Rochester, New York 14618
Donald N. Larson, President

Description of Operation: A retail bath speciality shop offering bath products and accessories.

Number of Franchisees: 19 in 14 States.

In Business Since: 1969

Equity Capital Needed: $50,000.

Financial Assistance Available: Bank financing up to $25,000.

Training Provided: A concentrated three week training period is conducted for all new franchisees. Two individuals from each franchise participate in a one week Manager Training Program. This program includes classroom and on-the-job training under experienced managers. An additional two weeks of on-site location is provided by the Home Office Staff at the time the franchisees' shop opens.

Managerial Assistance Available: Bathique International provides weekly review and feedback concerning shop operators in areas such as sales, purchasing, advertising and labor scheduling. Merchandise is recommended to franchisees after testing in company shop. Merchandise is bought directly from recommended suppliers. A continuous personnel training program is strongly emphasized. Advertising materials are provided regularly. Annual and regional conferences are conducted to inform franchisees of new trends and ideas.

Information Submitted: May 1973

BOULEVARD ELECTRONICS
2358 North Seeley Avenue
Chicago, Illinois 60647
James J. Pelts, President

Description of Operation: Boulevard Electronics manufactures a portable home whirlpool under the trade name of Hydro-Jet. This whirlpool is sold to distributors who in turn employ direct salesmen who demonstrate this product in the home.

Number of Franchisees: 15 in 10 States.

In Business Since: 1964

Equity Capital Needed: $20,000 to $25,000.

Financial Assistance Available: Provide distributors net 15 days terms on purchases assuming proper financial statement.

Training Provided: Orientation and training in Chicago for 2-5 days prior to starting in business. Field trips by trained personnel after commencing business. Constant telephone communication. Manuals and advertising aids provided.

Managerial Assistance Available: Intensive assistance first 3 months of operation. Follow-up and further assistance if needed after that.

Information Submitted: April 1973

BUNING THE FLORIST, INC.
144 East Las Olas Boulevard
Fort Lauderdale, Florida 33301
Anthony A. Sarandes, Director of Franchise Sales

Description of Operation: Buning the Florist, Inc., offers unique retail florist shops throughout the United States. Store size depends on program. Franchise package includes inventory, site selection, and design plus full accounting services and training. Company operates 20 wholly owned units in addition to franchise locations.

Number of Franchisees: 7 in Florida.

In Business Since: 1925

Equity Capital Needed: $27,500 to $52,500 depending on package.

Financial Assistance Available: Will finance portion of fee to qualified applicant.

Training Provided: Four weeks of classroom training and two weeks on-the-job training.

Managerial Assistance Available: Buning provides continual management services, along with providing all accounting functions, advertising and regular monthly profit and loss statements. Field supervisors work closely with all locations.

Information Submitted: May 1973

CAREY'S CARD SHOPS
Dix McGuire Plaza
Wrightstown, New Jersey 08562
C. J. Hughes

Description of Operation: Retail card shops, gift, jewelry, party goods, novelties and books. Locations are in shopping centers on malls, also main street area of city.

Number of Franchisees: 6 in New York and Pennsylvania.

In Business Since: 1958

Equity Capital Needed: $15,000.

Financial Assistance Available: Loans up to $10,000.

Training Provided: Four weeks at start plus constant management help in store planning, layout and fixtures.

Managerial Assistance Available: Full merchandise program, display, inventory control, and record keeping.

Information Submitted: May 1973

CONSUMER PRODUCTS OF AMERICA, INC.
P. O. Box 238
Miami, Florida 33157
M. Mattaway, President

Description of Operation: Rack merchandising in supermarkets, drug stores and variety stores.

Number of Franchisees: 4 in Florida, Texas, Louisiana, and New Jersey.

In Business Since: 1965

Equity Capital Needed: $18,000 to $60,000

Financial Assistance Available: None

Training Provided: One to two weeks as required.

Managerial Assistance Available: Continuing

Information Submitted: April 1973

CONTINENTAL MARKETING, INC.
5916 North Green Bay Avenue
Milwaukee, Wisconsin 53209
R. Krantz, President

Description of Operation: Sale of comprehensive photographic plan to the amateur family including modern photographic equipment, film and processing at discount prices, quality portrait enlargement service, additional buying rights at 6% plus other merchandise and services too numerous to mention.

Number of Franchisees: 3 in Wisconsin and Ohio.

In Business Since: 1967

Equity Capital Needed: $10,000.

Financial Assistance Available: Kind and amount depending on financial statement of individual.

Training Provided: Intensive field training in franchisees area for one week plus continuous training available at home office. Complete audio visual programs with updating included.

Managerial Assistance Available: Continental Marketing, Inc., provides continuous management and technical assistance for the life of the franchise which includes operations manuals with updating, company bulletins and personal visitation.

Information Submitted: May 1973

CUSACK ELECTRONIC, INC.
COLOR TUBE CENTER
16525 Van Dam Road
P. O. Box 14
South Holland, Illinois 60473
T. R. Cusack, Director of Sales

Description of Operation: Rebuilding and reprocessing color and black/white television picture tubes to be sold direct to the consumer and installed in the customers home or business.

Number of Franchisees: 3 in Illinois, Indiana and Florida.

In Business Since: 1971

Equity Capital Needed: $9,675 to $20,000.

Financial Assistance Available: Financing available to qualified individuals.

Training Provided: Seven to ten days training at company facility. A step by step complete operating manual on all processes. A retraining program on new processes and new personnel. Training and assistance in new facility during start up period. Home office assistance at all times.

Managerial Assistance Available: Assistance on-site location, advertising, quality control, market surveys, engineering assistance on new processes, procedures updating, and technical bulletins. Management assistance, monthly profit and loss analysis. Continual assistance on all phases of operation.

Information Submitted: June 1973

FIREPLACE SHOPS, INC.
2700 East Maple Road
Walled Lake, Michigan 48088
William Benson, Vice President

Description of Operation: Specialized shop selling fireplaces, fireplace equipment and accessories, lighting fixtures, furniture items, wall decor and decorative items. The shops are known as Kings Row Fireplace Shops.

Number of Franchisees: 40 in 19 States.

In Business Since: 1965

Equity Capital Needed: $25,000

Financial Assistance Available: The total cost of a Kings Row Fireplace Shop is $60,000 to $90,000, depending on the cost of constructing and fixturing the store and the amount of initial inventory. The franchisors is primarily liable to all creditors of the franchisee. Fireplace Shops will assist franchisee in securing his own bank loan, for payment of the purchase price.

Training Provided: One week of formal training programs at the home office of Fireplace Shops, Inc., and up to one to two weeks of working with an existing store owner. A representative of the company will attend store opening and work with store owner for first week. Continued assistance programs and seminars semi-annually attended by all store owners. Continuous training provided by up-dated manuals, bulletins, and on the spot counseling.

Managerial Assistance Available: Frequent visits to stores, training programs for new employees; central advertising and promotional services; merchandising committee consisting of successful store owners; up-dated product and operating manuals; review of financial status and comparisons with stores.

Information Submitted: May 1973

GIFTAMERICA, INC.
1 Lake Street
Upper Saddle River, New Jersey 07458
J. M. Hoffman, Vice President, Marketing

Description of Operation: GiftAmerica offers a number of quality gifts for sale to callers to its national toll-free number - (800) 325-5000. It has approximately 6,000 full service dealers (franchisees) throughout the continental United States, who will deliver the gifts almost anywhere in the country within 24 hours. Dealers will also be able to make sales of these gifts from inventories in their own stores. Full operation will commence late in 1973. Company is a wholly-owned subsidiary of Western Union Corporation.

Number of Franchisees: Approximately 6,000 in all States except Alaska and Hawaii.

In Business Since: 1972

Equity Capital Needed: $595 is currently the maximum franchise fee.

Financial Assistance Available: None

Training Provided: Training will be provided by District Managers of GiftAmerica to demonstrate the company's procedures for inventory control, promotion, display, and selling. The duration of training will vary according to the needs of the particular franchisees concerned.

Managerial Assistance Available: Each franchisee will receive guidance and assistance in the operation of its franchise by GiftAmerica, principally through periodic visits to its place of business by the District Manager. In addition, GiftAmerica has designed computerized stock control and financial recording systems which will relieve the franchisees of unnecessary work in these areas.

Information Submitted: May 1973

GOLDEN DOLPHIN, INC.
29 East Rawls Road
Des Plaines, Illinois 60018
Paul R. Paulson, President

Description of Operation: Golden Dolphin, Inc., provides license opportunities in the retailing of color coordinated bathroom accessories; towels, shower curtains, rugs and a complete line of decorative accessories. The retail stores are generally classified as Bath Boutique Speciality Stores.

Number of Franchisees: 40 in Illinois, Michigan, Virginia and North Carolina.

In Business Since: 1960

Equity Capital Needed: $18,000-$30,000. Includes license fee and initial inventory.

Financial Assistance Available: Golden Dolphin, Inc., provides no financial assistance, however, the value of our franchise and product inventory is sufficient to obtain funds from any normal lending institution.

Training Provided: The company provides thorough assistance in the planning, fixturing and initial set-up of all licensed shops. Training, operations manuals and merchandising aids are available to all licensees. Golden Dolphin, in addition to assistance provided by local representatives, will fly licensee to Chicago for training in retailing.

Managerial Assistance Available: Company representatives provide regular assistance in the merchandising of the product line. Guides in the merchandising of color are provided on a continuing basis. Manuals for each phase are provided for each licensee. However, management for the various phases of retail operation remains in the hands of the licensee.

Information Submitted: April 1973

INTERCHANGE CORPORATION
2512 Program Drive #105
Dallas, Texas 75220
Edward Postel, President

Description of Operation: Manufacturer of jewelry which is unique and U.S. patented. Stones are interchangeable.

Number of Franchisees: 4 in Texas, South Carolina and North Carolina.

In Business Since: 1952

Equity Capital Needed: $3,500.

Financial Assistance Available: When credit is approved we will finance 50% of all repeat orders.

Training Provided: A few days of training initially followed by continuous contact. Field training and home office training in Dallas in the selling of jewelry.

Managerial Assistance Available: Constant personal contact by mail and telephone. Assistance in hiring and training of local personel in the art of jewelry selling and administration

Information Submitted: June 1973

INTRO-MATE CORPORATION
7565 Mission Gorge Road
San Diego, California 92120
John Howard, National Sales Director

Description of Operation: Intro-Mate is a personalized introduction service and its sole purpose is to match single, divorced and widowed adults on a compatible basis. The charge for this service is $195 for 1 year and $295 for 2 years. The individual who joins receives between one and three matches per month.

Number of Franchisees: 3 in California and Arizona.

In Business Since: 1969

Equity Capital Needed: $4,000 to $10,000.

Financial Assistance Available: Minimum of 50% down, balance financed by company.

Training Provided: Complete office set up and expense paid training in San Diego for at least one week. Continuous promotional assistance is provided.

Managerial Assistance Available: All the forms are provided for sales to collection procedures. The initial printing is provided at company expense. Our matching system is throughly explained.

Information Submitted: April 1973

ITCO CORPORATION
1630 North Jackson
P. O. Box 457
Kansas City, Missouri 64141
T. A. Thompson
Sales Manager

Description of Operation: Distributors of merchandise, equipment, products, and replacement parts, geared to the farmer and rural resident, only through ITCO dealers.

Number of Franchisees: 100 in 14 States - mainly throughout the Midwest.

In Business Since: 1959

Equity Capital Needed: $5,000 to $25,000

Financial Assistance Available: Outside financing only.

Training Provided: One to two weeks in-store training by company merchandising manager.

Managerial Assistance Available: ITCO provides continual management assistance and service for the life of the franchise in all phases of operation. Product manuals, catalogs, and supplements provided. Automatic updating of information. Weekly telephone WATS line contact with each store. ITCO sponsored dealer convention annually. Continual new lines research.

Information Submitted: April 1973

JAMES WHITE CORPORATION
181 South Highway 17-92
Longwood, Florida 32750

Description of Operation: Sales of patented solid air freshener for use by commercial concerns and fund raising organizations.

Number of Franchisees: 11 in 15 States.

In Business Since: 1971

Equity Capital Needed: $10 plus operating funds.

Financial Assistance Available: None beyond consignment credit of 30 days.

Training Provided: Sales aids, brochures, samples of product, sample letter of solicita[illegible] and sales pitch, application sheets, order forms and materials to study.

Managerial Assistance Available: Professional experience and guidance by corporation's top executives, with product sales assistance by written material and telephone conferences.

Information Submitted: April 1973

THE JEWELER'S EMPORIUM
4959 Hollywood Boulevard
Los Angeles, California 90027
Laurence F. Almond
Director of Operations

Description of Operation: The Jeweler's Emporium is a wholesale and retail boutique featuring thousands of domestic and imported costume jewelry parts, cameos, beads, lockets, metal findings, key chains, ear hoops, brooches, chains, pearls, supplies and parts of every description. The stores are in major shopping centers and other major trading areas.

Number of Franchisees: 7 in California, Washington, Arizona, and Oregon.

In Business Since: 1969

Equity Capital Needed: Approximately $15,000

Financial Assistance Available: Partial financing is sometimes available.

Training Provided: The franchisee is intensively trained in a company store, and then assisted in the grand opening of his store by a company supervisor.

Managerial Assistance Available: The franchisee is provided with a manual of operation, forms for operation, and direction forms. Bookkeeping services are provided. Management services are also provided for the life of the franchise.

Information Submitted: April 1973

LAFAYETTE ELECTRONICS SALES, INC.
P. O. Box L
Syosset, New York 11791
Robert Laub, Vice President

Description of Operation: Retailing consumer and hobby electronics.

Number of Franchisees: 360 in all States.

In Business Since: 1921

Equity Capital Needed:

Financial Assistance Available: None

Training Provided: On-the-job training in another franchisee-owned store is available, but firm prefers that prospective franchisees have retail electronics background.

Managerial Assistance Available: Uniform accounting system. On-going advertising program. Merchandising specialists regularly visit stores and offer guidance.

Information Submitted: June 1973

MacLEVY PRODUCTS CORPORATION
92-21 Corona Avenue
Elmhurst, New York 11373
Monty MacLevy, President

Description of Operation: Health club and salon. Company collects no fees or royalties and only sells equipment to franchisee. Franchise operation available from associate companies and financing available from commercial credit organizations.

Number of Franchisees: 25

In Business Since: 1968

Equity Capital Needed: $10,000 to $25,000.

Financial Assistance Available: No financial assistance provided by MacLevy. Financing available through commercial credit organizations. Company terms of purchase are 30% deposit with order, balance COD.

Training Provided: One to seven day training period available at various operating Health Clubs in different locations in the USA. Franchisor provides operation manuals "A Profitable Business," as well as instructional material and business systems to assist Health Club operator in initial operation. Franchisor also furnishes architectural advice, plans and layouts and suggests list of equipment.

Managerial Assistance Available: Managerial and technical assistance by telephone or through correspondence at no charge. Distributors for franchisor will make periodic visits to the franchisee.

Information Submitted: April 1973

MAGIC FINGERS, INC.
4685 Ponce de Leon Boulevard
Coral Gables, Florida 33146
John J. Houghtaling, President

Description of Operation: Manufacture and sale of magic fingers relaxation equipment - coin operated for motel installations.

Number of Franchisees: 150 in all States excluding Alaska.

In Business Since: 1960

Equity Capital Needed: $3,000

Financial Assistance Available: Kind and amount depending upon financial statement of the individual.

Training Provided: In the field training in franchisee's area - two full days.

Managerial Assistance Available: Periodic regional meetings. Constant contact by telephone.

Information Submitted: April 1973

MEISTERGRAM
310 Lakeside Avenue, West
Cleveland, Ohio 44113
E. B. Meister, President

Description of Operation: Meistergram is the originator and largest source of monogram embroidery equipment and supplies and has been in business since 1931. Much of our equipment is sold to department stores and manufacturers. Several hundred of our accounts are individuals who acquire equipment to set up their own monogram service.

Number of Franchisees: 300 in 48 States.

In Business Since: 1969

Equity Capital Needed: $1,000.

Financial Assistance Available: The franchisee may pay half the amount and finance the rest over 12 months.

Training Provided: Two days of training on premises with one or two days of follow-up.

Managerial Assistance Available: Factory trained instructor installs machine on premises and teaches franchisee how to operate and maintain equipment, work with different materials and garments.

Information Submitted: June 1973

NADEAU LOOMS, INC.
725 Branch Avenue
Providence, Rhode Island 02904
Elphege Nadeau, President

Description of Operation: Cloth Crafters Franchise. Home studio includes 4 Nadeau looms, audio visual teaching unit, handwoven fabrics, ready wound warps and fillers. Franchisee sells handweaving lessons, looms equipment, accessories, handwoven cloths and yarns.

Number of Franchisees: 4 in New York and New Jersey.

In Business Since: 1959

Equity Capital Needed: $2,500.

Financial Assistance Available: None

Training Provided: One week of training.

Managerial Assistance Available: Continuous assistance and direction.

Information Submitted: June 1973

NATIONWIDE EXTERMINATING, INC.
231 Main Street
Hamilton, Ohio 45013
David M. Valentine, President

Description of Operation: Nationwide Exterminating offers a chemical and equipment and/or service only operation. Store will be designed by Nationwide to suit individual needs. Inventory of Nationwide chemical products including nationally known selected products.

Number of Franchisees: 32 in 7 States and Israel

In Business Since: 1968

Equity Capital Needed: With store $4,350. $350 for service franchise only.

Financial Assistance Available: A total investment of $4,350 is necessary to open a Nationwide store franchise. A down payment of 20 percent of the total inventory is required. Nationwide will finance the remaining balance on a two year 24 month payment basis. Franchisees interested only in service (minus store) pay an initial fee of $350 with an annual renewal fee of $200. There are no royalty charges.

Training Provided: Intensive 14 day training course immaterial of any previous training is required. All training is conducted at the home office. A further one week is given franchisees with store operations in their store by trained Nationwide supervisor.

Managerial Assistance Available: Nationwide provides continuous management service which includes a simplified automatic bookkeeping system, advertising, sales proof books, manual of operations, and all office forms. Nationwide technical field personnel work closely with franchisees.

Information Submitted: April 1973

PAPERBACK BOOKSMITH
395 Columbia Road
Dorchester, Massachusetts 02125
Paul A. Supovitz, Vice President

Description of Operation: Quality oriented book and record stores with a complete collection of paperbacks, hardcovers, remainders, records, tapes, magazines, and posters.

Number of Franchisees: 18 in 7 States.

In Business Since: 1961

Equity Capital Needed: $30,000.

Financial Assistance Available: We provide assistance in obtaining local bank financing and provide an open line of credit with our subsidiary distribution company (Booksmith Distributing Corporation).

Training Provided: Rigorous four week pre-opening training program at company expense, to familiarize owner with everything from ordering to sales-forecasting and accounting, how to control cash-flow, and how to merchandise effectively.

Managerial Assistance Available: Company representatives make periodic visits to the stores to assist in keeping them at their highest quality, and maximum profit potential. Our experienced buying staff constantly buys what's right for each store. Our inventory control system has been developed and modified over the past 11 years to allow the owner the lowest possible inventory expense while maintaining the highest possible sales level. Almost 100% of the store inventory is returnable for credit, and backing up every store owner is our $1,000,000 inventory warehouse.

Information Submitted: July 1973

PARKING COMPANY OF AMERICA
1709 Arapahoe Street
Denver, Colorado 80202
Richard R. Chaves

Description of Operation: Franchisee purchases an area (city) from the home office for exclusive right to that area. The home office provides meters, signs, stickers, etc., to franchisee, in return franchisee pays 8 percent of total lot rents to the home office for this service. It is the franchisee's responsibility to get as many lots as possible.

Number of Franchisees: 250 in 12 States

In Business Since: 1963

Equity Capital Needed: $10,000

Financial Assistance Available: Franchisor will finance most franchisees.

Training Provided: Six months.

Managerial Assistance Available: Annual convention to discuss latest developments in the parking industry. Also seminars for all franchisees to discuss current problems and new ideas.

Information Submitted: April 1973

PHOTOLAND STUDIO OF CLEVELAND
41 Colonial Arcade
Cleveland, Ohio 44115
Joseph G. Ballard, General Manager

Description of Operation: Volume portrait photography. Photoland Franchise Systems offers a unique retail photo studio operation. 750 to 1,200 square feet needed. Open six days a week, eight hours per day. An inventory of frames, samples, manuals, supplies, floor plans and decorating schemes provided. Photoland provides all photo equipment needed and the services of our modern electronic finishing laboratory. All art work and finishing of old photos available at competitive prices.

Number of Franchisees: 3 in Ohio

In Business Since: 1969

Equity Capital Needed: $18,500

Financial Assistance Available: A total investment of $18,500 is necessary to open a Photoland franchise. The down payment of $10,000 pays for inventory and training. All equipment needed is included. Photoland will finance the balance if franchisee has good credit references (3 years). Franchisee has option to arrange own outside financing.

Training Provided: Intensive three weeks mandatory training course is scheduled for all new franchisees and their personnel. One week conducted at the home office school and on site at company training store; two weeks at franchisee's outlet under the supervision of full time Photoland supervisor.

Managerial Assistance Available: Photoland provides continual management service for the life of the franchise in such areas as bookkeeping, advertising, etc. Complete manuals of operations, forms, and directions are provided. District managers are available in all regions to work closely with franchisees and visit stores regularly to assist solving problems. Photoland sponsors meetings of franchisees and conducts marketing and product research to maintain high Photoland consumer acceptance, and supplies constant new promotions to secure additional business. Photoland will provide franchisee its finishing lab services at rates lower than he can obtain elsewhere, if desired.

Information Submitted: June 1973

RADIO SHACK DIVISION
TANDY CORPORATION
2615 West 7th Street
Forth Worth, Texas 76107
Robert R. Lynch, Director

Description of Operation: September 1971, Radio Shack withdrew its offer to franchise. All previous commitements are being honored. Radio Shack presently offers a licensing program to established retailers in towns of 20,000 or less in population. The dealerships are called Authorized Sales Centers.

Number of Franchisees: 326 in all States except Hawaii, Alaska, North Dakota and Delaware.

In Business Since: 1971

Equity Capital Needed: $6,000

Financial Assistance Available: Assist with bank presentation. No Direct financial aid provided by franchisors.

Training Provided: Since dealerships are granted only to existing retailers, no formal training is provided. Procedures manual, display guide and miscellaneous instructional materials supplied upon approval of applicant.

Managerial Assistance Available: Weekly scheduled phone consultation, periodic visits (usually twice a year) for review of performance. Free ad mat service to introduce new lines and explain advertising and promotional plans. Provide technical manuals covering operational and servicing of consumer electronics merchandise.

Information Submitted: April 1973

REDD PEST CONTROL COMPANY, INC.
4114 Northview Drive
Jackson, Mississippi 39206
J. C. Redd

Description of Operation: Pest and exterminating operations.

Number of Franchisees: 6 in Tennessee, Louisiana, Mississippi and Florida.

In Business Since: 1946

Equity Capital Needed: $15,000 minimum.

Financial Assistance Available: Franchisee will be able to factor his accounts receivable and furnish financing for equipment and vehicles.

Training Provided: Three to six months depending on background.

Managerial Assistance Available: Extensive assistance for the first year; additional assistance thereafter, as required.

Information Submitted: April 1973

SCHULER ENTERPRISES, INC.
P. O. Box 1771
Longview, Texas 75601
H. George Schuler, President

Description of Operation: Producing telephone directories for a marketable area.

Number of Franchisees: 5 in Texas.

In Business Since: 1970

Equity Capital Needed: $30,000.

Financial Assistance Available: We will assist on accounts receivables and printing credit.

Training Provided: Three weeks intensive training and continued supervision.

Managerial Assistance Available: Continual technical assistance, total production assistance, marketing assistance and sales assistance.

Information Submitted: May 1973

SELECTRA-DATE CORPORATION
13-22 Jackson Avenue
Long Island City, New York 11101
Robert Friedman, President

Description of Operation: Computer-dating has been around since Art Linkletter started playing matching games with a Univac Computer in the late fifties. But that was just for laughs. Today its for love and money, with a score of computer-dating firms throughout the country reporting brisk business. Selectra-Date, one of the pioneers, now offers a complete turn-key package that makes it possible for any reputable individual with a sound business or professional background to enter this fascinating work. Since all computer processing is handled entirely by the company, no technical knowledge is required.

Number of Franchisees: 9 in 7 States.

In Business Since: 1966

Equity Capital Needed: $5,000

Financial Assistance Available: The total required investment for promotional material, initial advertising, franchise fee, and for forms and stationery is $7,500, of which Selectra-Date will finance $2,500 for qualified franchisees. In addition the franchisee should have sufficient capital to adequately equip his office and to see him through the first 30 days of operation.

Training Provided: A full time Selectra-Date executive thoroughly trains each franchisee in all phases of the business during the first week he is in operation.

Managerial Assistance Available: Selectra-Date furnishes continuing individual guidance and support in all phases of the franchisee's operation.

Information Submitted: April 1973

STRETCH & SEW, INC.
P. O. Box 185
Eugene, Oregon 97401
H. B. Person, President

Description of Operation: Teach the idea of sewing with knits. Sale of knit fabrics, patterns and books.

Number of Franchisees: 123 in 31 States and Canada

In Business Since: 1969

Equity Capital Needed: $30,000 to $50,000

Financial Assistance Available: None

Training Provided: Management training for five days at home office. Teacher training for the first three teachers of each franchise store.

Managerial Assistance Available: Provides continual management service for life of franchise agreement. Field service representatives available to assist. Regular regional franchise meetings.

Information Submitted: April 1973

SUNLIGHTING SYSTEMS, INC.
572 North Frederick Avenue
Gaithersburg, Maryland 20760
Frank Grant, National Franchise Director

Description of Operation: Sunlighting is a franchise concept that applies exclusive, tested techniques to the retail lighting business. Its particular uniqueness lies in a merchandising program that provides every conceivable lighting category under one roof. Each store is approximately 3,000 square feet in a major shopping center with ample store-front parking and is open twelve hours daily six days a week. Sunlighting takes the lease on the store and subleases it to the franchisee.

Number of Franchisees: 32 in 12 States.

In Business Since: 1969

Equity Capital Needed: $25,000 minimum

Financial Assistance Available: A total investment of $59,500 is necessary to open a Sunlighting Lamp and Shade Center. The down payment of $25,000 pays for franchise fee, leasehold improvements, computerized cash register and opening day advertising campaign. The balance of $34,500 can be financed (60 month program) by Sunlighting banking sources. Franchisee has option to arrange own outside financing.

Training Provided: Intensive 30 day, mandatory training course is scheduled for all new franchisees. Two weeks are conducted at the home office school and at the company training store. Two weeks at the franchisee's store under the supervision of full time Sunlighting employees.

Managerial Assistance Available: Sunlighting provides continual management service for the life of the franchise in such areas as weekly computerized inventory control, advertising and regularly scheduled restocking of store. Complete manuals of operations, forms and directions are provided. District managers work closely with franchisees and visit stores regularly to assist in solving problems. Sunlighting sponsors meetings of franchisees and conducts marketing research to maintain high Sunlighting consumer acceptence.

Information Submitted: April 1973

TEAM CENTRAL, INCORPORATED
720 - 29th Avenue Southeast
Minneapolis, Minnesota 55414
James E. Thompson
Director of Center Operations

Description of Operation: Establish retail electronics centers. Specializing in consumer-oriented home entertainment products such as stereo, T.V. and radios. Each center is approximately 3,000 square feet in a shopping center, strip center or free standing building. TEAM Central provides a turnkey center including leasehold improvements and fixtures available through leasing programs.

Number of Franchisees: 73 in 14 States

In Business Since: 1946

Equity Capital Needed: $60,000

Financial Assistance Available: A total investment of $110,000 is necessary to open a TEAM Electronics Center. A $60,000 cash investment is supported by dating terms on inventory $15,000 from TEAM Central. TEAM Central will assist in securing bank and leasing terms.

Training Provided: Company store in Minneapolis, Minnesota - 17 days.

Managerial Assistance Available: Two conferences, regional sales meetings, continuing field representation - operations manuals, warranty manuals, assist the owner in bookkeeping, advertising, inventory, forms and procedures for daily operations.

Information Submitted: April 1973

THE TINDER BOX INTERNATIONAL, LTD.
1723 Cloverfield Boulevard
Santa Monica, California 90404
Laurence H. Simpson
Financial Vice President

Description of Operation: Retail pipes, tobacco, cigarettes, cigars and gifts, primarily in regional shopping centers.

Number of Franchisees: 71 in 23 States.

In Business Since: 1928

Equity Capital Needed: $25,000

Financial Assistance Available: Will introduce franchisees to bankers.

Training Provided: One week product familiarization training for franchisee and wife at franchisor's headquarters. Personal guidance by specialists during first two weeks of operation at franchisee's own store.

Managerial Assistance Available: Advertising, retailing product counselling by phone, mail. Regular counsellor - salesman visits to franchisee's operation. Franchisee may, but is not required to, buy his stock from franchisor.

Information Submitted: May 1973

TYPING TIGERS
P. O. Box 26201
Houston, Texas 77032
Floyd MacKenzie

Description of Operation: Sales and services, office supplies, equipment and furniture; printing, and repairs. Rent and lease office furniture and equipment.

Number of Franchisees: 3 in Texas.

In Business Since: 1969

Equity Capital Needed: None--no franchise fee; no minimum inventory required.

Financial Assistance Available: On approved credit, 30 day open account.

Training Provided: Continuous training in sales and location if retail outlet is desired.

Managerial Assistance Available: Continuous assistance in all phases of operations.

Information Submitted: April 1973

THE UNEEDIT JEWELRY COMPANY
4504 Montana Avenue
El Paso, Texas 79903
Louis G. Glomb

Description of Operation: Franchisee obtains orders for custom designed hard enamel jewelry items (closionne) such as: charms, tie tacs, earrings, coat pins, charm bracelets, necklaces, brooches, medallions, cuff links, and etc. The franchisee contacts: clubs, firms, associations, premium promoters, advertising agencies, churches, etc.

Number of Franchisees: 4 in Texas and New York.

In Business Since: 1961

Equity Capital Needed: $1,000

Financial Assistance Available: Provide literature, circulars, price lists, display items in display case at a lost cost to franchisee.

Training Provided: Intensive 8 hour training course on-site at the company training store.

Managerial Assistance Available: The Uneedit Jewelry Company provides various lists of firms, advertising agencies, clubs, associations and churches to be contacted in the franchisee's area.

Information Submitted: May 1973

UNITED AIR SPECIALISTS, INC.
6665 Creek Road
Cincinnati, Ohio 45242
Edward Halas

Description of Operation: Manufacturer of commercial and industrial electrostatic precipitators.

Number of Franchisees: 40 in 21 States.

In Business Since: 1966

Equity Capital Needed: $4,995

Financial Assistance Available: Open account on reorders.

Training Provided: Two days training at factory.

Managerial Assistance Available: Continuous supervision by company personnel at franchisee's location. Staff of engineers available at plant for technical assistance.

Information Submitted: May 1973

WINE HOBBY U.S.A., INC.
100 North 9th Street
Allentown, Pennsylvania 18102
R. S. Walters, President

Description of Operation: Franchisors and wholesalers of supplies and equipment for the amateur winemaker.

Number of Franchisees: 28 in the East and Mid-west.

In Business Since: 1970

Equity Capital Needed: $8,000

Financial Assistance Available: None

Training Provided: On-the-job sales training, bulletins and promotions.

Managerial Assistance Available: Continuous assistance in all phases.

Information Submitted: April 1973

WORLD BAZAAR
Munford, Inc.
68 Brookwood Drive, Northeast
Atlanta, Georgia 30309
J. S. Cooper, Jr.
Director of Sales

Description of Operation: Sale at retail of imported goods, i.e., art objects, furniture, home decorative items and other useful imports.

Number of Franchisees: 17 in 7 States.

In Business Since: 1969

Equity Capital Needed: $40,000 - $65,000

Financial Assistance Available: Franchisor finances major portion of franchise fee over three years with no interest and up to 60 percent of the opening inventory at 8 percent.

Training Provided: Approximately two weeks informal training in existing stores and the World Bazaar warehouse.

Managerial Assistance Available: Continuing assistance as needed.

Information Submitted: April 1973

RECEIVED TOO LATE TO CLASSIFY

AMERICAN PRE-SCHOOLS, INC.
2111 East Broadway, Suite 5
Tempe, Arizona 85282
C. Richard Hansen, Jr., President

Description of Operation: American Pre-Schools, Inc., offer complete child care and pre-school programs under the name of American Pre-School and All Seasons Child Care. The standard facility is 3,800 square feet and is designed for 78 to 100 children. American Pre-Schools assists the franchisee in obtaining a building and provides complete equipment package.

Number of Franchisees: 25 in Arizona, New Mexico and Iowa.

In Business Since: 1968

Equity Capital Needed: $25,000.

Financial Assistance Available: American Pre-Schools will finance $10,000 of the $25,000 investment for franchisees with good credit.

Training Provided: One week training at home office plus additional training by company personnel in franchisee's own center.

Managerial Assistance Available: Continual assistance by company in all areas necessary for successful operation of high quality professional pre-school and child care center.

Information Submitted: August 1973

AMERICAN SPEED CENTERS, INC.
125 Phoenix Avenue
Modesto, California 95351
Adrian L. West, President

Description of Operation: A chain of franchise retail high performance racing equipment stores, selling parts and accessories for autos, boats and motorcycles. Stores are equipped to service professional racers and racing enthusiasts with all their needs.

Number of Franchisees: 41 in 9 States.

In Business Since: 1971

Equity Capital Needed: $3,500 to $7,000 depending on size of starting inventory.

Financial Assistance Available: Franchisors assist franchisee with presentations to lending agencies for necessary financing.

Training Provided: Prior to opening one week of training is provided at corporate office. Then, during grand opening a company representative assists franchisee in his store with all phases of operation, including, but not limited to purchasing, sales, displays, advertising, inventory control and accounting.

Managerial Assistance Available: Franchisor provides continued assistance to franchisee in technical and product recommendations, also new product lines and warehouse direct purchasing opportunities.

Information Submitted: June 1973

CamperRent
Marine Plaza Building
3100 East Oakland Park
Fort Lauderdale, Florida 33308
Dr. Stephen Slingsby

Description of Operation: Motor home (recreational vehicle) rentals, local and one way. Used for leisure time and business.

Number of Franchisees: 12 in 9 States.

In Business Since: 1970

Equity Capital Needed: $50,000 plus net worth. $3,000 to $5,000 working capital.

Financial Assistance Available: Assistance in vehicle financing.

Training Provided: Five to ten days initially. Continuing training and assistance.

Managerial Assistance Available: CamperRent primarily seeks on-going recreational vehicle, automobile, truck or leasing operations as franchisees. Training and assistance in CamperRent systems and procedures; advertising and sales promotion programs; and marketing tie-in promotions with airlines, campgrounds etc.

Information Submitted: August 1973

INTERNATIONAL SHOW ROOMS, INC.
7111 Carpenter Freeway
Dallas, Texas 75247
Harry Marcum, General Manager

Description of Operation: Men's wearing apparel (retail).

Number of Franchisees: 7 in Texas and South Dakota.

In Business Since: 1972

Equity Capital Needed: $15,000 to $50,000 depending on size of store.

Financial Assistance Available: Portion of inventory financed by company.

Training Provided: One week of training of general offices and show room with an additional week at franchise store. Continuous training and guidance after store is open.

Managerial Assistance Available: In addition to the above, we offer assistance in establishing a location, store layout, fixturing and advertising; provide a complete comprehensive operations manual and certain operating forms at no charge; will hire and train manager or sales personnel. We also offer total purchasing and a guaranteed salable inventory.

Information Submitted: July 1973

MEDICINE SHOPPES INTERNATIONAL, INC.
201 Progress Parkway
Maryland Heights, Missouri 63043
Stan Burton, President

Description of Operation: Retail sales of pharmaceuticals and medicines, emphasing ethics, professionalism, and profits.

Number of Franchisees: 38 in 23 States.

In Business Since: 1971

Equity Capital Needed: Investment $20,000 which includes fee, fixtures, and opening inventory.

Financial Assistance Available: Part of franchise fee may be on promissory note under certain conditions.

Training Provided: Three day training seminar at corporate headquarters. Two days or longer store opening assistance and

Managerial Assistance Available: Continuous in-training program for advertising and store operations. We furnish bookkeeping and advertising services anf financial and operational analysis on a monthly basis. Assistance in-site selection, lease negotiation, store layout, fixturing, personnel selection and purchasing procedures.

Information Submitted: August 1973

SAFARI CAMPS OF AMERICA, INC.
Post Office Box 617
Columbia, Missouri 65201
Dave Collins, Assistant Director of Development

Description of Operation: Safari has established a standardized system and method for designing, building and operating unique, quality recreational facilities for campers under a national system known as Safari Camps, and Safari desires to grant, and has granted, licenses to operate Safari Camps to qualified licensees.

Number of Franchisees: 125 in 36 States.

In Business Since: 1966

Equity Capital Needed: $50,000 minimum.

Financial Assistance Available: None

Training Provided: Real estate, zoning and financial planning school of 1-2 day duration. Seminar covering construction, advertising, operating and accounting procedures involved in campground management, lasting approximately one week.

Managerial Assistance Available: Consultation regarding acceptable site criteria and selection. On-site construction assistance, including custom campground layout and building plans. Ongoing consultation on all facets of campground operations. Frequent inspection visits to insure chain wide adherence to quality standards. Maintenance of 800 number for toll-free reservations and national directory; published semi-annually.

Information Submitted: August 1973

SCHERTLE GALLERIES, INC.
9380 Baltimore National Pike
Ellicott City, Maryland 21043
Edwin C. Saiontz, President

Description of Operation: Retail sales of original oil paintings (mainly imported), frames, custom framing and portraits for home and office. Franchisee is not required to tie up large sums of capital to finance inventories since merchandise is handled on a consignment basis.

Number of Franchisees: 23 in 11 States.

In Business Since: 1958

Equity Capital Needed: $15,000 plus $5,000 minimum working capital.

Financial Assistance Available: None as to equity capital requirements. Franchisor does pay for "Grand Opening" advertising. Franchisor also pays travel and lodging during training period at home office company owned gallery.

Training Provided: Company provides franchisee with a comprehensive training program including one week of training covering all aspects of the business at the home office company owned gallery.

Managerial Assistance Available: Schertle Galleries provide continuous management advice with respect to merchandising, display, advertising, custom framing techniques, etc.

Information Submitted: August 1973

SPEED EQUIPMENT WORLDS OF AMERICA, INC.
4645 North Central Expressway
Dallas, Texas 75205
Charles J. Tanko, President

Description of Operation: Speed Equipment World is a retail chain specializing in high performance automotive accessories. The stores are about 1,500 square feet in size and are open from 9 'til 9 five days a week and 9 'til 6 on Saturday. The stores carry all major brand names in addition to the Speed Equipment World line.

Number of Franchisees: 61 in 32 States.

In Business Since: 1971

Equity Capital Needed: $5,000 - $8,000.

Financial Assistance Available: None. $15,000 - $25,000 is the total investment necessary to open a store.

Training Provided: Marketing merchandising, bookkeeping, general business management are the types of training provided during the two weeks of consecutive training. Consulting is provided for as long as franchisee has business.

Managerial Assistance Available: Same as above.

Information Submitted: August 1973

PENEPRIME INTERNATIONAL, INC.
Shelard Plaza, Suite 282
Minneapolis, Minnesota 55426
J. Wilda, Marketing Manager

Description of Operation: Paving and stabilization of roads, parking areas and specialty markets using the Peneprime line of asphalt products.

Number of Franchisees: 16 in 14 States.

In Business Since: 1972

Equity Capital Needed: Minimum equipment plus working capital $16,000.

Financial Assistance Available: Construction equipment leasing program.

Training Provided: Tailored to suit needs.

Managerial Assistance Available: Continued headquarters assistance available. Periodic field training visits. National and field seminars.

Information Submitted: August 1973

TV FACTS
550 Old Country Road
Hicksville, New York 11801

Description of Operation: TV Facts offers readers a localized weekly television guide with seven days of national and local TV programming, cable TV, local news and advertising. Individually owned publications are operated by local associate publishers.

Number of Franchisees: 163 in 29 States.

In Business Since: 1971

Equity Capital Needed: $7,500

Financial Assistance Available: None

Training Provided: One week home office training in sales, advertising and circulation.

Managerial Assistance Available: Continuous assistance is provided by home office and area supervisors.

Information Submitted: September 1973